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OCTOBER - 1950 - VOLUME 18 - NUMBER 10



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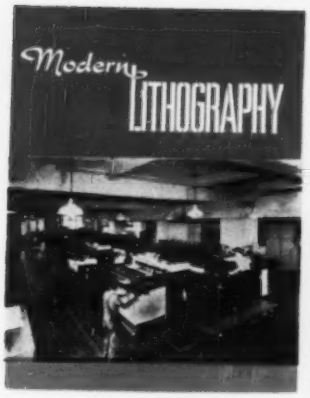
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THE COVER

The offset pressroom of the Government Printing Office, in Washington, D. C., is a busy place with stepped up military and mobilization needs. Washington Litho Club plans its October 25 meeting at GPO, as a curtain-raiser for NAPL convention opening the 25th at the Shoreham Hotel.

LITHOGRAPHIC TECHNICAL FOUNDATION

AUDITED BY ABC BUREAU OF CIRCULATIONS

ROBERT P. LONG
Editor

THOMAS MORGAN
Business Manager

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CHICAGO OFFICE: 333 North Michigan Ave.

OCTOBER, 1950 **VOLUME 18, No. 10**

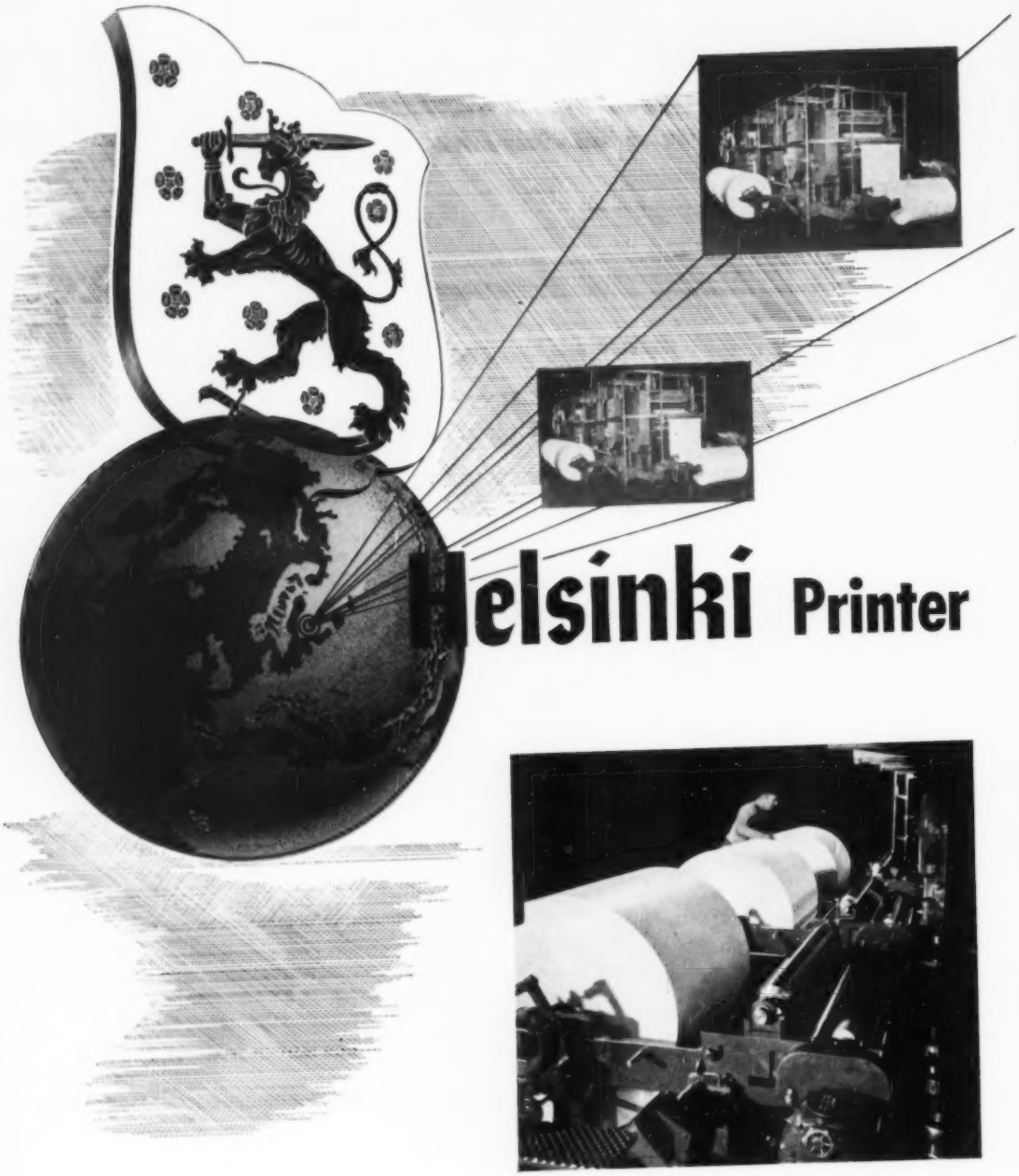
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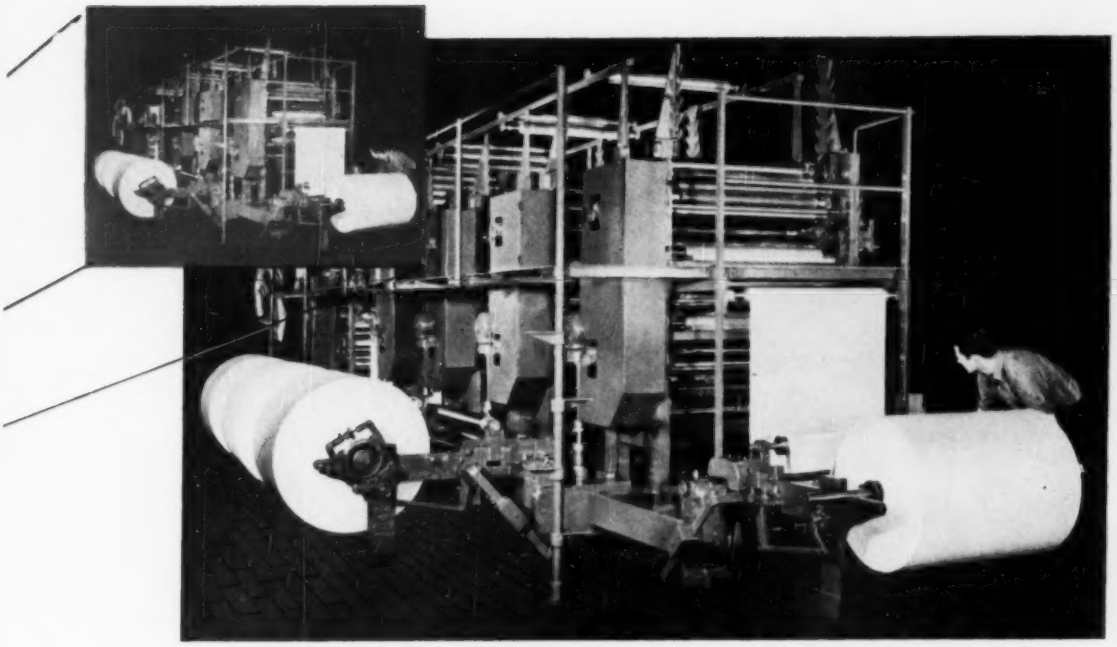
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Helsinki Printer



gets ATF-Webendorfer Offset Press

to Print Reader's Digest

Here's the fourth in a series of presses built for printers producing foreign editions of The Reader's Digest. This four-unit, four-color press, printing a 35-inch web at speeds exceeding 400 feet a minute, recently was delivered to Sanoma Oy, Helsinki, Finland.

It's a versatile press designed so it can be arranged to print four colors on each side of the web; or to print black on each side of four separate webs, collecting them at the folder to produce a newspaper size, tabloid size or magazine product, or a magazine product two-up.

Its capacity is from 12,000 to 14,000 double parallel fold signatures per hour, when printing digest size magazine products two-up.

Printing on standard offset stocks up to 60-pound and on machine coated papers, special quick-drying inks are utilized with a Dryer Electric Unitron drying unit. After the web passes through the dryer it runs over water cooled chilling rollers to the folder. A Reliance variable speed converting unit converts AC power to DC for smooth acceleration and operation. The press, weighing 35 tons, is 45 feet long, 12 feet wide, 10 feet high.

Previous presses for printers producing The Reader's Digest include two two-unit presses, one of which was installed in the Litografica Ypiranga plant at Sao Paulo, Brazil, and the other in the Editorial Omega plant, Havana, Cuba. A third press, in operation at the plant of Guillermo Kraft Limitada, Buenos Aires, is built for a 48-inch web, has four printing units, and delivers a 96-page signature with four colors on each side of the web.

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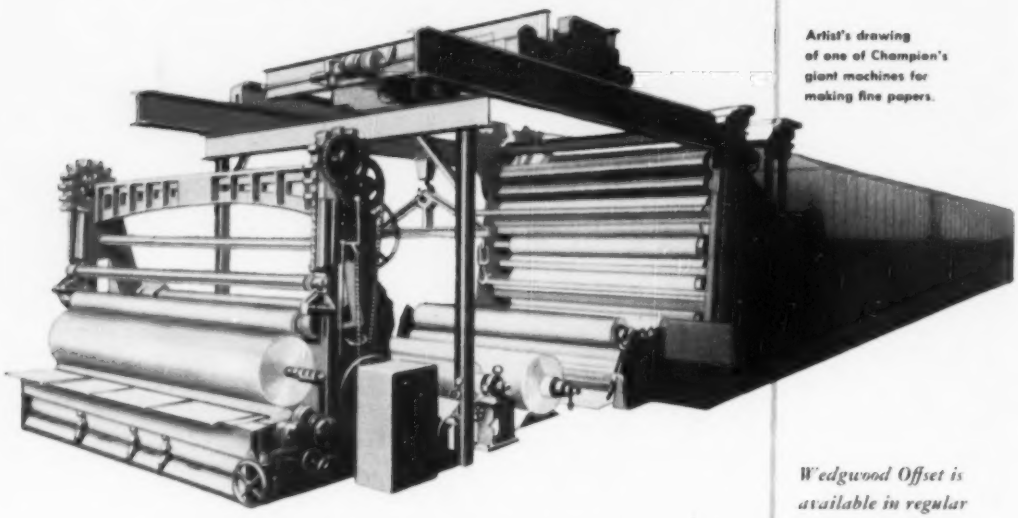
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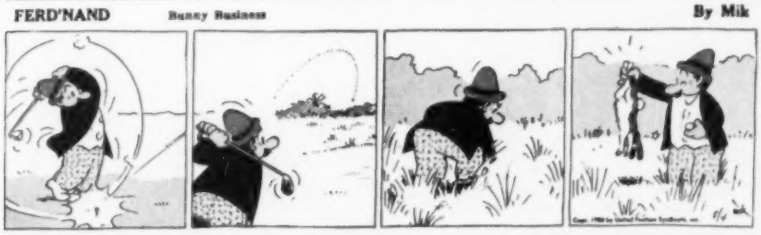
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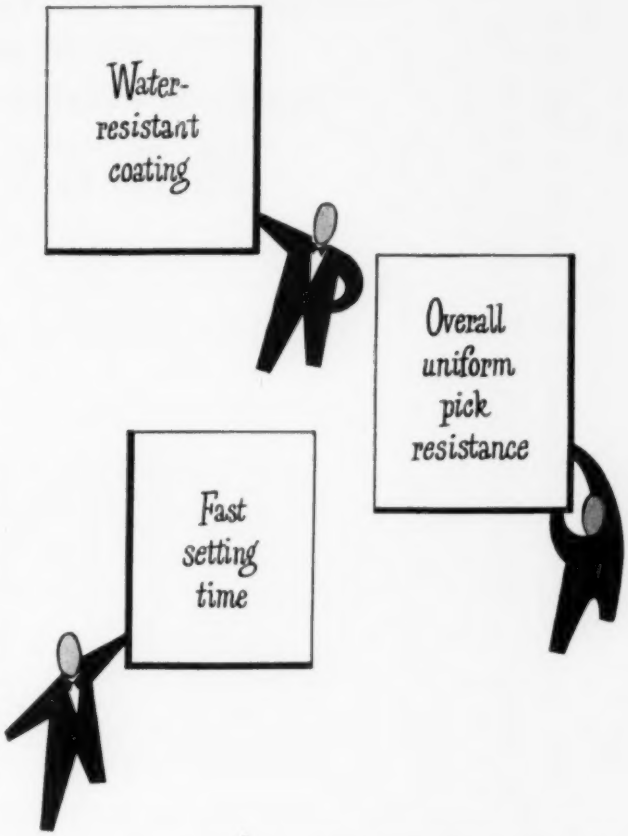
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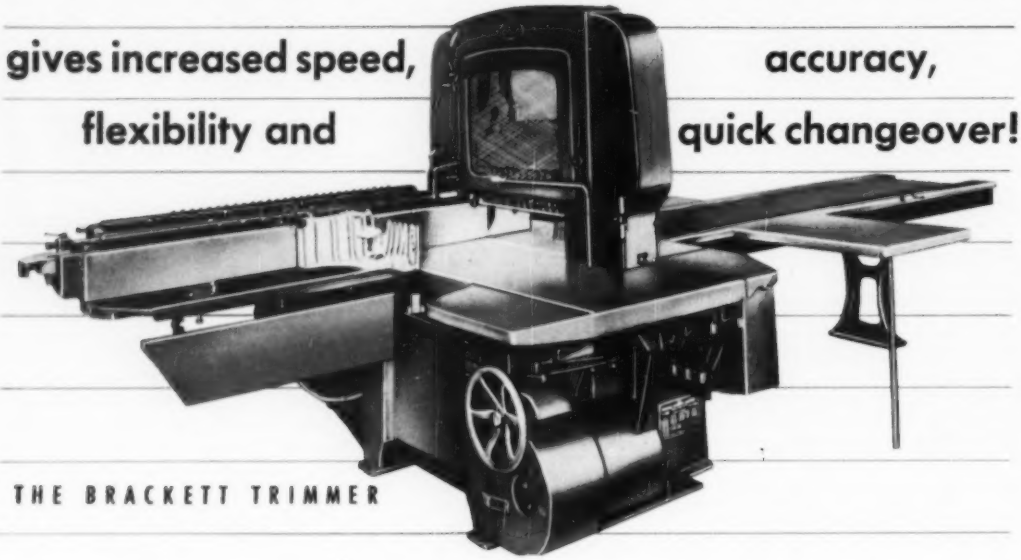
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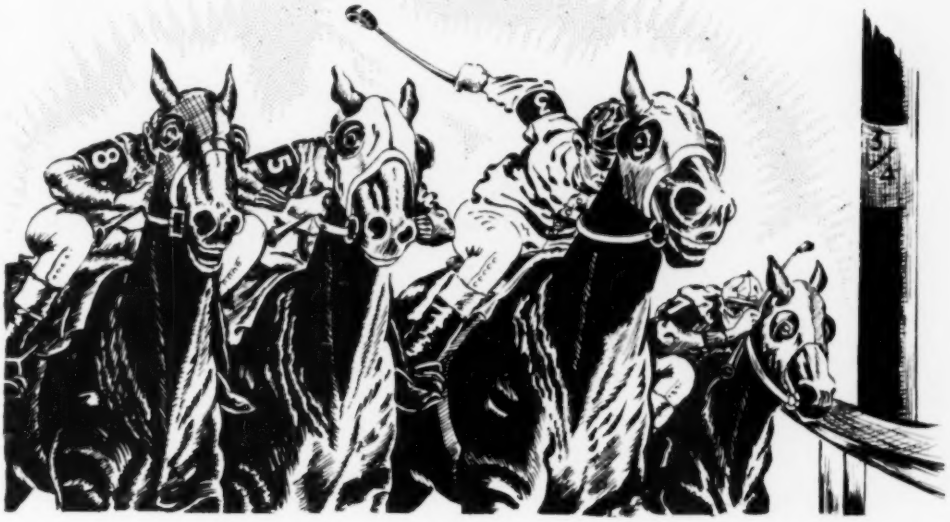
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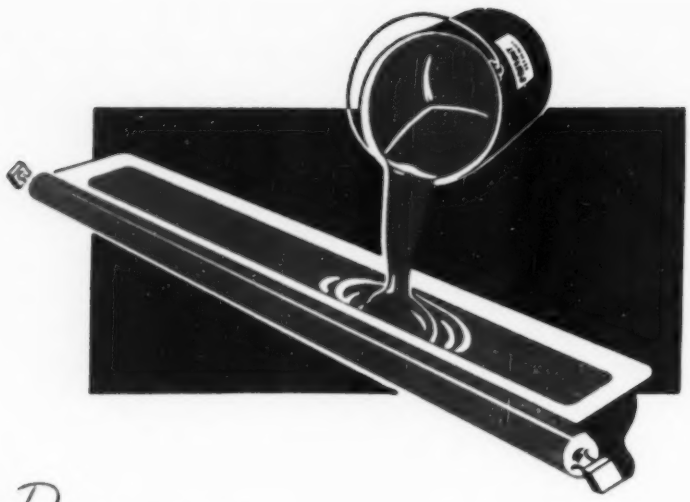
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No. of Presses	ACTIVE MEMBERS (those who operate equipment)		
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	Presses larger than 22" x 28" up to and incl. 35" x 45"	$37.00 per press per year	$
	Presses larger than 35" x 45"	$47.00 per press per year	$
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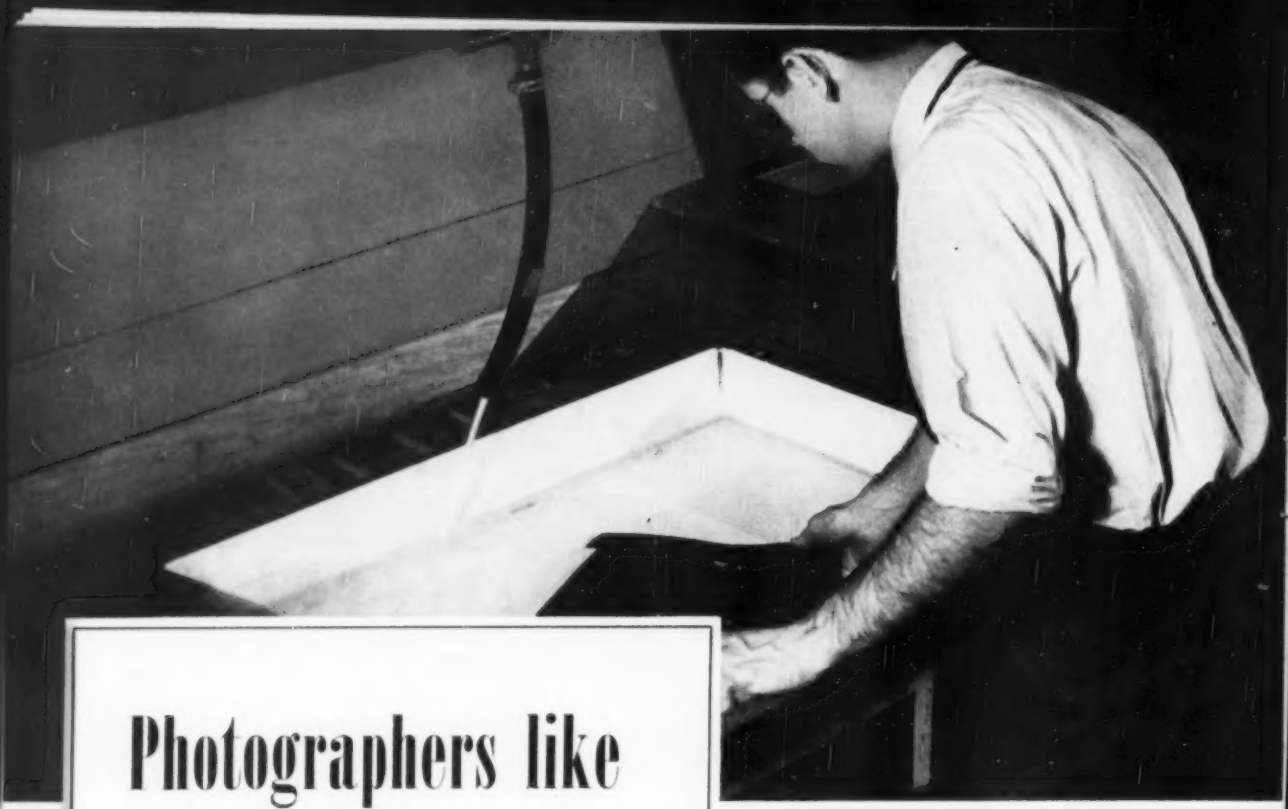
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THE wide exposure and development latitude of Du Pont "Photolith" is another reason why this workable Lithographic Film is so well liked. Lithographic photographers in prominent plants say this characteristic of "Photolith" eliminates need for extremely close tolerances in exposing and developing and helps produce top-quality jobs.

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BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

EDITORIALS

By Walter E. Soderstrom

Executive Vice President
National Association of Photo-Lithographers



THE Graphic Arts is one of the most complex industries in our economy. The industry is made up of thousands of small business men. These business men, while most of them put ink on paper, in doing so use different processes, skills, equipment and materials to turn out their products.

Many of these firms are banded together as members of local and national trade associations organized to provide for mutual welfare. Every employer in the Graphic Arts should join and give full support to the local trade association in his area. Most problems which arise every day in a plant can be settled with the help of the local trade association executives.

Many of these same employers belong to one or more national Graphic Arts trade associations. In fact, some of them are members of almost all of them. The question is often asked, "How come there are so many national Graphic Arts trade associations?"

Trade associations in the Graphic Arts Industry are not set up by trade association executives. These associations, in the main, were set up by employers who were not in accord with existing trade associations, or by groups of employers who desired a service not rendered by some already existing trade association. Another pertinent query is made every time groups of employers gather—"Why not weld the national Graphic Arts trade associations into one strong working force?"

Recently the national trade associations in the Graphic Arts tackled one problem common to all printers and lithographers to present a strong united Graphic Arts picture.

Proposed expansion of lithographic press facilities in the Air Force chart reproduction plant in St. Louis was opposed, unless "absolutely necessary" in an informal hearing before the Joint Committee on Printing.

The delegation representing the Lithographers National Association and the Printing Industry of America, headed by John M. Wolff, Western Printing and Lithographing Company, advised the Committee that there were ample commercial facilities available and that, except for very special reasons, the Joint Committee should not depart from its general policy against expansion of facilities. The National Association of Photo-Lithographers was not represented as such at these hearings. However, we were delighted to receive a call from the Executive Director of LNA and another from the Manager of PIA the day after the hearings, asking if we wanted to join in submitting a memorandum to the Joint Committee. Of course the NAPL with its 381 members was pleased to be asked to cooperate in this endeavor and as a result the memorandum forwarded to the Joint Committee represented the view of the three national trade associations in the Graphic Arts.

Such cooperation at the national level should be a "must" if trade associations are to serve their members, the government and the public, to best advantage. What is needed in the Graphic Arts is more of this kind of cooperation on a broad national basis. Those employers who pay the freight, the small business man in the graphic arts, can well applaud this evidence of cooperation.★★

NAPL CONVENTION-EXHIBIT SET TO OPEN IN CAPITAL

Four-day program at Shoreham covers wide range of subjects; plan Litho Club forum

THE Shoreham Hotel, scene of the October 25-28 convention of the National Association of Photo-Lithographers, was sold out last month, Walter E. Soderstrom, NAPL executive vice president, reported, and the overflow was being directed to the nearby Wardman-Park Hotel, he said. At press-time the program was complete, and an extensive exhibit of lithographic equipment and supplies was shaping up, with about 40 firms planning to exhibit. Exhibits and sessions are open to all lithographers, regardless of NAPL membership.

The first three days of the program are filled with a series of talks and discussions with most speakers representing management of lithographing plants. Topics include management; work simplification; improved techniques; insurance, welfare, pensions and labor relations; cost controls; and others.

Also included as part of the program is an open meeting of the research committee of the Lithographic Technical Foundation.

The final day, Saturday, will be devoted to the annual technical forum, sponsored by the Litho Clubs, at which the Washington Club will be host. The Washington Club also is planning its October 24 meeting to tie in with the convention, and it is to be held at the Government Printing Office. This is the evening before the convention opens.

The line-up of topics and speakers at the four-day convention, is as follows:

WEDNESDAY, OCT. 25

"Planning for the Days Ahead," Charles E. Mallet, president NAPL, and manager, Offset Div., Rand Avery-Gordon Taylor, Inc., Boston.

"Work Simplification in a Lithographic Plant," Frank A. Myers, treasurer, Copifyer Lithograph Corp., Cleveland.

"Making Improved Halftones with Contact Screens," D. O. Johnson, Eastman Kokak Co., Rochester.

3:30 P.M. "Setting Up Hourly Costs and Production Standards for Your Plant," E. Ames Hilperts, C.P.A.

THURSDAY, OCT. 26

"Quality in the Lithographic Industry," J. Tom Morgan, Jr., president, Commercial Printers, Inc., Columbus, Ga.

"Human Relations," Wallace G. Strathern, director of Training, Eastern Gas and Fuel Associates, Boston.

"The Public Printer and the Lithographic Industry," Hon. John J. Deviny, Public Printer of the U. S.

"Lithographers Health, Welfare & Pension Programs," L. M. Cathels, Jr., assistant secretary, Group Div., Aetna Life Insurance Co.

3:30 P.M. "Lithographic Labor Relations," Walter E. Soderstrom, Executive Vice-President, National Association of Photo-Lithographers.

7 P.M. Annual Meeting of the Research Committee of the Lithographic Technical Foundation. Anyone attending the Convention is cordially invited to sit in this informative meeting.

FRIDAY, OCT. 27

"Lithographic Growing Pains," David Safran, The Safran Printing Co. Detroit.

"Solving Problems Which Arise Every Day in a Medium Size Litho Plant," A. S. Ghertner, president, Cullon & Ghertner Co., Nashville.

12 Noon, NAPL Board of Directors Luncheon.

"The Work of the Lithographic Technical Foundation," Harry Brinkman, president, LTF, and president, Cincinnati Lithographing Co.

2:45 P.M. "Recent Trade Customs Decisions." John A. Bresnahan, Attorney-at-Law.

Forum on the Outlook of Equipment, Supplies and Materials. (Various manufacturers to participate.

SATURDAY, OCT. 28

Lithographic Technical Forum, sponsored by the Washington Litho Club.

"New Developments in Methods, Machines and Formulas," Robert E. Rossell, Chief, Photo-Lithographic Branch, Engineer Research & Development Laboratories, Fort Belvoir.

The annual dinner dance and entertainment is scheduled for Saturday evening.

Exhibitors are:

American Type Founders; Ansco; Babcock Printing Press Corp.; Russell Ernest Baum, Inc.; Bourges, Inc.; Bridgeport Engravers Supply Co.; W. A. Brown Mfg. Co.; Consolidated Photo Engravers and Lithographers Equipment Co.; Ralph C. Coxhead Corp.; The Craftint Mfg. Co.; E. I. duPont de Nemours & Co.; Eastman Kodak Co.; Eastern Graphic Arts Supply Co.; Fuchs & Lang Mfg. Div., Sun Chemical Corp.; Jos. Gelb & Co.; Philip A. Hunt Co.; Ideal Roller & Mfg. Co.; International Printing Ink; C. Walker Jones Co.; George R. Keller, Inc.; E. P. Lawson Co, Inc.; Litho Chemical & Supply Co.; Macbeth Arc Lamp Co.; Microtronics Corp.; George Murphy, Inc.; The Moreland Corp.; Harold M. Pitman Co.; Printing Machinery Div., Electric Boat Co.; Phillips & Jacobs; Remington Rand, Inc.; R. R. Robertson Co.; Roberts & Porter, Inc.; Rutherford Machinery Div.; Sinclair & Valentine Co.; Strong Electric Corp.; Vandercook & Sons, Inc.; Zarkin Machine Co., Inc. Direct Reproduction Corp.; Haloid Co.; Don A. Moler; and the NuArc Co.★★



Charles E. Mallet, NAPL President, will discuss Planning



E. Ames Hilperts of NAPL staff talks on Setting Up Hourly Costs.



Public Printer John J. Deviny talks on GPO and Lithographers.



Harry E. Brinkman, LTF President brings news of research progress.



"Growing Pains" of big Detroit plant is David Safran's subject.



David O. Johnson of Kodak speaks on improved halftone reproduction.

how to save money through

EFFICIENT MATERIALS CONTROL

By E. Ames Hilperts

C.P.A., National Assn. of Photo-Lithographers

MANY owners of small and medium size lithographic shops devote the great majority of their time to the problem of securing business for their plants. They have to keep their presses rolling and reduce idle time to an irreducible minimum. This is necessary because so many small and medium size plant owners have limited capital to work with, because their break-even points are high, and because competition is very keen. These executives, since they concentrate on the selling angle, are prone to devote less attention to the actual production processes in the shop. Inasmuch as the production end of the business is thus relegated to a secondary role, the plant owner unknowingly and unwittingly may be losing real money which may appreciably eat into the profits he has been earning through his sales efforts.

A gaping hole through which real profits may be and are lost is the improper or total lack of control of the materials used in the lithographic business. By materials is meant direct material—paper, film, ink, chemicals, plates, outside purchases, and indirect materials and supplies—blankets, rollers, masking tape, etc. Many shops in the lithographic industry have installed scarcely any or have actually no control over the requisitioning, purchasing, receiving, storing and issuance of material. Often insufficient safeguards are provided to prevent payment of invoices without verification of the quantity and quality of the materials received and without adequate confirmation of vendor's prices and accuracy of extensions and footings of vendor's invoices.

Don't forget that paper, ink, film, plates, chemicals and supplies all are purchased with good hard cash. These items should be surrounded with the same safeguards that protect money in the bank. You don't dissipate your money—why be careless about your materials on hand? Paper stock costs money, and the loss of time, money and man hours resulting from a disorderly and dirty stock room are considerable.

Inventories of stock on hand are not large in many companies, and naturally less attention to inventories is required than in those companies that habitually maintain heavy stocks. In any case, proper control over materials is extremely important. The compilation of accurate cost data and correct financial statements depends to a great degree on the amount of material control in the plant.

Of considerable importance to the lithographer is the assistance provided by material control in the determination of the amounts of burglary, fire, theft, and other forms of insurance that should be purchased. Perpetual inventory control records properly maintained will provide management with full details as to the total value of raw materials, finished goods and supplies on hand at all times. A summary of the total value of these items will tell the lithographer if he has adequate burglary, fire, theft and other forms of insurance on his raw materials, finished goods and supplies, and whether he is carrying too much or too little.

In regard to expeditious settlement of insurance claims, properly maintained perpetual inventory records are valuable in ascertaining amounts of materials lost through fire, burglary or theft. A physical inventory taken immediately after a fire or burglary will disclose the amount of the loss when compared with the perpetual inventory records. Claims for losses sustained may thus be verified to the satisfaction of insurance claim adjusters.

The installation and utilization of a proper material control system results in many advantages. Some of these are:

1. Unnecessary waste and spoilage

of materials are prevented because all wasted and spoiled materials are disclosed.

2. Theft and pilferage of materials are lessened to a great degree.
3. Inventories may be reduced to minimum amounts—commensurate with the requirements of the business—lessening losses due to obsolescence, ordinary wear and tear and deterioration by the elements.
4. Rent for storage of inventories may be reduced.
5. Working capital which could very well be needed in other phases of the business need not be tied up in excessive inventories of materials.
6. Material handling costs may be reduced.
7. Vendor's invoices containing errors either in price, quantity or quality of materials are caught and corrected before payment is made.
8. Minimum balances are maintained so that material will be on hand at all times for production departments.
9. Materials consumed by each job are properly charged to that job.
10. Correct cost and financial statements are available to management through the medium of perpetual inventories.

Every lithographic shop, regardless of size, should establish a procedure covering the requisitioning, purchasing, receiving, storing and issuing of both direct and indirect material. Although it is preferable to have these functions performed by separate individuals from the standpoint of internal check and control, in some small and medium size lithographic shops two or more of these functions necessarily must be performed by the same individual. A suggested material control procedure in chronological order follows:

The Purchase Requisition

The first operation in the control of material is the preparation of the purchase requisition. Although it is the practice in many firms not to use a purchase requisition in favor of verbal instructions to the purchasing agent, a purchase requisition "gets it down in writing," reduces clerical errors in the preparation of the purchase order, helps to eliminate the purchase of incorrect material and fixes the responsibility of the person signing the purchase requisition. The purchase requisition is signed by the person ordering the material who retains a copy and sends the original to the purchasing agent.

The purchase requisition should contain the following items:

1. Number of the requisition
2. Date of the requisition
3. Description and quantity of material wanted
4. Date material will be needed
5. Name of vendor, if a re-order or

PERPETUAL STORES INVENTORY RECORD

Description ..... Location .....

Size Weight Color

Vendor .....

Minimum to Carry ..... Maximum to Carry .....

Date	Ordered			V In	Received			Issued			Balance Stock		Cost Rate	Amount Value	Remarks
	P. O. No.	Reams	Sheets		P. O. No.	Reams	Sheets	Job No.	Reams	Sheets	Reams	Sheets			

if a particular vendor is desired
6. Account to be charged
7. Purchase order number (to be filled in by purchasing agent)
8. Signature of person ordering the material.

The Purchase Order

The purchase requisition becomes the authority to the purchasing agent or purchasing department, if the plant is a large one, to procure the materials listed thereon. The purchasing agent is charged with the responsibility of preparing purchase orders upon the authority of purchase requisitions he receives, of checking invoices received from vendors against purchase orders on file, of comparing current prices quoted by vendors against prices charged in the past, and with having data on hand as to suppliers of all materials used in the plant, together with lists of current prices, specifications of materials and probable delivery dates.

Good business management requires that every order for the purchase of material be evidenced by the preparation of a purchase order form. Where purchases are made by telephone or wire, a purchase order form should be prepared as a confirmation of the verbal or telegraphed order.

The use of the purchase order is distinctly advantageous to the efficient management of a lithographic plant since it formalizes requests for materials, records important data as to quantity, description, price, probable delivery dates, etc., a record of which material was ordered from what vendor is immediately available, reordering is made easier by referring to prior purchase orders for the same material, and the problem of charging materials to particular jobs is simplified.

The purchase order should be prepared with sufficient copies (each copy in a different color and identified) as follows:

1. Original copy sent to vendor
2. Two copies retained by the purchasing agent, one copy being filed alphabetically by vendor's name and one copy filed numerically by purchase order number
3. One copy sent to the person preparing the purchase requisition as evidence that the order has been placed
4. Three copies sent to the receiving department pending receipt of the merchandise.

Depending on the size of the lithographic plant, the number of copies of the purchase order necessary will vary from a minimum of four to a maximum of ten to twelve.

The purchase order should contain at least the following data:

1. Purchase order number
2. Name, address and telephone number of supplier
3. Financial terms
4. Instructions on how to ship
5. Description and quantity of material ordered
6. Date material is needed
7. Price per unit and price per quantity
8. Job number to be charged if purchased for a particular job.
9. Inventory account to be charged if material is to go into inventory
10. Expense account to be charged if material is an expense item
11. Signature of purchasing agent

The Receiving Report

Upon receipt of merchandise from vendors, the receiving clerk checks the material received as to quantity and quality (the latter if he is competent to pass on quality) and notes any discrepancies on the copies of the purchase order he had received previously from the purchasing agent. In some plants, the receiving clerk prepares a separate receiving report instead of using the copies of the purchase order. Some plants require the use of a "blind receiving report whereby the receiving clerk is not aware of the quantity of the material ordered. This practice of using a "blind" receiving report results in more accurate counting of material since the receiving clerk excercises more care in counting. The disadvantages of using the "blind" system are that more time is required to sort, count and check the material and more experienced clerks must be hired who are able to classify the items of stock normally received in the plant.

In plants where copies of the purchase order are used as the receiving report, the receiving clerk checks the various items on the purchase order as he counts them and makes notations on the face of the purchase order of any overages, shortages or defects he may have noticed. This procedure speeds up the task of checking material as it is received and is the one generally in use throughout the industry.

After having completely checked all items on a purchase order against materials received, the receiving clerk returns one copy of the purchase order to the purchasing agent to be used by the latter for checking against open purchase orders and for ultimate forwarding to the accounting department for arithmetical checking and payment.

One copy of the purchase order is retained by the receiving clerk as a memo record and one copy goes to the stockroom.

The receiving report should contain the following minimum data (if not already indicated on the purchase order copy sent to the receiving clerk):

1. Date
2. Name of vendor or supplier
3. Purchase order number
4. Description of material received
5. Quantity received
6. Condition in which received
7. Job number
8. Signature of receiving clerk

Approval of Vendor's Invoice

When received, vendor's invoices are sent to the purchasing agent for checking. After the material has been received and counted by the receiving clerk and one copy of the purchase order or receiving report forwarded to the purchasing agent, the latter then checks the vendor's invoice against the receiving report, purchase order and purchase requisition. The invoice, purchase order, receiving report and purchase requisition are then sent to the accounting depart-

(*Continued on Page 113*)



LNA officials, L. to R.: W. Floyd Maxwell, executive director; Randolph T. Ode, president; E. W. Jackson, vice president; Maurice Saunders, honorary chairman; Edward D. Morris, secretary, and Matthew H. O'Brien, general counsel.

Costs, War, Labor, Discussed by LNA

METHODS of cost reduction in offset lithography took the limelight at the 45th annual convention of the Lithographers National Association, held at the Edgewater Beach Hotel, Chicago, September 7-9. Emphasis was placed on this phase of lithographic management in a full afternoon session with five speakers approaching the subject from as many viewpoints.

Other subjects covered in discussions and by various speakers included lithographic management-labor problems, the international crisis, war mobilization outlook, and the LNA's current promotional campaign. The Graphic Arts Exposition, which opened September 11 in Chicago, also was a major attraction of the lithographer's convention.

At the annual business meeting, most officers were re-elected, while six new directors were named. Randolph T. Ode, president of Providence Lithograph Co., Providence, R. I., was re-elected to head the LNA for a second one-year term; and E. W. Jackson, The Steck Co., Austin, Tex., was re-elected vice president. Paul Miller, American Colortype Co., New York, was elected treasurer, succeeding George C. Kindred, Kindred, MacLean & Co., New York, who had served in the office for about 12 years. W. Floyd Maxwell, New York, continues as executive director, with Edward D. Morris, as secretary, Matthew H. O'Brien, general counsel, and Maurice Saunders, honorary chairman of the board.

New directors, elected for five year terms, are: William P. Gildea, Jr., president, The Falconer Co., Baltimore; J. L. Landenberger, president, Ketterlinus Lithographic Mfg. Co., Philadelphia; James L. Murphy, secretary-treasurer, Consolidated Lithographing Corp., Brooklyn; Carl R. Schmidt, vice president, Schmidt Lithograph Co., San Francisco, and H. D. Spencer, vice president, Western Printing & Lithographing Co., Poughkeepsie, N. Y. A. Richard Todd, executive vice president, The Todd Co., Inc., Rochester, N. Y., was elected to a three year term on the board, replacing the late Karl Price of the same company.

The LNA program was telescoped slightly this year because of numerous other activities in Chicago. Sessions were held on Thursday and Friday, while Saturday was devoted entirely to the Bank Stationers Section. The annual convention of the Label Manufacturers National Association, also opened on Saturday and ran through the weekend.

The several cocktail parties and receptions, ordinarily held for LNA attendants by a few supply and equipment firms, this year were combined into a President's Reception, held Thursday evening, and a buffet supper held Friday evening. These two affairs, open to all attending the convention, were sponsored by 55 supply

firms. The committee in charge was composed of Harry Porter, Harris-Seybold Co., chairman; W. F. Cornell, International Printing Ink; Carl Mellick, Miehle Printing Press & Mfg. Co.; and A. J. Math, Sinclair & Valentine Co.

The annual banquet was held Thursday evening, the opening day, with nearly 400 in attendance. Music, and dancing was included and a number of door prizes were awarded, Maurice Saunders and his granddaughter, Mrs. C. P. Kimball of Chicago, presiding.

Mr. Ode, LNA president, opened the convention with a welcome to members and guests, and in his brief remarks pointed out that the current year is developing into a particularly difficult one in view of the new defense program. Increasing control of business and the nation's economy are coming, he warned, and said that LNA is cooperating in the defense program. Allocations and priority controls probably are coming back as part of the program, he predicted.

The session of the opening day was interrupted for a surprise presentation of a leather-bound, engrossed resolution to Mr. Saunders, honoring him for his many years of service to the association and to the industry, and marking his recent appointment as honorary chairman of the board for life. The presentation was made by George E. Loder, president of National Process Co., New York, and a past president of LNA. Mr. Loder told some incidents of Mr. Saunders' career. (Mr. Saunders' long career in the lithographic industry, and his many years as executive head of the LNA were the subject of an article in *Modern Lithography*, Sept., 1950 Pg. 55)

After Korea, What?

The international situation, and specifically the Korean crisis, were discussed by Harrison Wood, who predicted an important change in U. S.-Russian relations within 90 days. Whether this change would be within our own State Department, or elsewhere, he did not explain. Mr. Wood is a commentator on the Mutual Broadcasting System, and has spent many years abroad and at home covering foreign news and the United Nations as a news correspondent. He described Stalin whom he has interviewed several times, as a "bitter old man" whose one ambition is to crush the United States and its way of life. Human life means nothing to him, and he is the most evil of men, Mr. Wood asserted. The present question, he said, is whether we can hold out, and avoid an all-out war, until the present regime in the Kremlin passes on. If we can, we will have peace, he declared.

We have been double-crossed by Russia he said, tracing the situation back to the Yalta agreement. The true story of Yalta will not be told until the present Washington administration is ended, he predicted. We sent most of the materials with which Russia built its war machine, he said. Korea is only the first of several thrusts, he asserted, and the next one is likely to be in the Near East. It is possible, however, not to have a general war, provided we can convince Stalin that he cannot win a general war, Mr. Wood said. To do this we must keep America strong and prosperous. This depends on our industrial might, which in turn depends on American business. And American business means less than anything else in Washington, he warned.

Partial Mobilization

Matthew H. O'Brien, LNA general counsel, discussed "The Lithographic Industry Under Partial Mobilization." The increase in tax rates on corporations to 42% for 1950 and 45% thereafter, will be only the first of a succession of tax increases," he said. An excess profits tax probably will be passed later, but with retroactive provisions to cover part of 1950. Labor will be in a stronger bargaining position, both with industry and with government, because skilled workers will be scarcer, he predicted. The administration will be reluctant to freeze wages, he said, in discussing possible price and wage controls. As far as labor legislation is concerned, Mr. O'Brien said he sees nothing in the present situation which suggests a change in the basic Taft-Hartley law.

Demand for the products of lithographic plants would continue and even increase he asserted, although he did not imply that lithographic business will skyrocket immediately, or that it will not have serious problems. The basic undercurrent is inflation now, he indicated, although he pointed out certain factors of deflation, such as extremely high production, credit curbs, and higher taxes. There will be some government contract work to be done, although some agencies, such as the Air Force, plan to produce much of their own needs.

The principal danger he sees in emergency controls is that they are being placed in permanent government agencies rather than in emergency agencies as in World War II. This will make them much more difficult to end, and will lead us faster toward socialism, he declared.

Under present policies the U. S. has lost the initiative, and the decisions as to how long these emergency measures, and a state of war or war preparedness will last, rest with forces outside the U. S. "In other words,"

CAMERA FLASHES

A. Cost reduction panel: Frank A. Myers, Copityer Lithograph Corp., Cleveland; Harold E. Rowles, Stecher-Traung, Rochester-San Francisco; Leonard H. Knopf, The Meyercord Co., Chicago, chairman. **B.** Fred L. Heath, Fred L. Heath Co., Chicago, moderator; John D. Rianne, R. R. Donnelley & Sons Co., Chicago; and Charles A. Courard, Western Printing & Litho., Racine, Wis. **C.** C. W. Weis, Jr., president, Stecher-Traung; George E. Loder, president National Process Co., New York; Christie Clark, Rolph, Clark, Stone, Ltd., Toronto; and Mrs. Loder in foreground. **D.** Carl Schmidt, Schmidt Litho., San Francisco; Harold Harpling, Curt Teich & Co., Chicago; Stuart Arnett, Harris-Seybold Co., Cleveland; George Dively, Harris-Seybold, president; and Curt Teich, Jr., Curt Teich Co. **E.** The committee in charge of the jointly-sponsored President's Reception: W. F. Cornell, IPI; Harry A. Porter, Harris-Seybold Co.; Carl Mellick, Miehle Printing Press & Mfg. Co.; and Anthony J. Math, Sinclair & Valentine Co. **F.** LNA staff man, H. P. Latimer chalks up notice of President's Reception at registration desk. **G.** Mrs. Carroll Blanchard, Mr. Blanchard, Rein Co., Houston, Tex.; and Alan A. McNab, Howard Flint Ink Co., Detroit. **H.** Hedley Prout, Harris-Seybold Canadian VP; Peter Rice, Electric Boat Co., New York; Joseph McConnaughey, Harris-Seybold, Atlanta; and Hugh R. Adams, Jr., Roberts & Porter, Chicago.



Mr. O'Brien said, "the decision appears to rest, not with us, but with our enemies." In conclusion he expressed the belief that America's enterprise, initiative and ability, can find the solution to the many problems which face it. Eventually, he declared, we will find a way to exploit the weaknesses of Russia, and to remove the threat of war which Russia holds over our head.

In the Thursday afternoon session, Stephen F. Dunn, labor relations adviser, spoke on Management's Rights, Duties and Responsibilities in Labor Relations. Mr. Dunn emphasized that it is incumbent on management to consider labor relations as one of the most important phases of doing business. He further emphasized that knowledge and the optimum use of the techniques of collective bargaining come high on the agenda. Mr. Dunn stressed the importance of employers knowing their legal rights in labor relations and that those rights should be wisely exercised, because such rights when not exercised are lost. Of the several rights Mr. Dunn discussed, he emphasized the need for exercising the right of free speech. In doing so, he stressed the importance of using the "positive approach" as against the "negative approach," thus affording the opportunity to point up what management is for, rather than what it is against. He also stressed the need for exercising the right of free speech as a means of creating a better understanding of management problems and to better employer-employee relations. In summarization, Mr. Dunn said that if employers will face today's labor relations problems squarely, analyze them carefully, know their rights and exercise them wisely, generate more confidence in the ranks of management and, above all, develop and plan an adequate labor relations program, these labor problems will not loom so large.

In the same Session, George A. Mattson, LNA's Director of Labor Relations, gave a review and appraisal of labor relations in the lithographic industry during the past year, and made the following suggestions and recommendations as a means to a possible solution of some of the lithographers' problems:

(1) That management should consider labor relations from a functional point of view equal in importance to other functional responsibilities, such as sales and accounting;

(2) That ways and means be found not only to develop, promote and maintain employer-employee relations, but also to develop ways and means to promote better understanding in employer-union relations, particularly with respect to recognized common problems;

(3) That, as to employer-employee and employer-union relations, there is a need for an educational program (particularly at the plant level) to provide all those concerned with economic facts of business, and to show that employees' security is dependent upon the security of the company for which they work, and that any increased cost as a result of collective bargaining or otherwise can come only from increased productivity on the one hand and the reduction of operating cost on the other;

(4) That employer representatives for collective bargaining should know, understand and exercise their rights and insist upon the exclusion from or elimination of unsound, detrimental contract provisions;

(5) That employer-employee relations as well as employer-union relations should be based upon the application of sound human relations practices, particularly on a day-to-day basis; and

(6) That management in the lithographic industry in achieving these desired objectives have two very important advantages; one, for the most part lithographic plants are small and thus afford an opportunity for direct and intimate contact and communication between management and personnel and, two, conditions of employment in the lithographic industry for the most part have reached a high level of excellence, a fact which should be given the publicity it deserves.

I. Jack Kronenberg, S. D. Warren Co., Boston; William Winship, Brett Litho. Co., Long Island City, N.Y.; and John Devine, Sun Chemical Corp., New York. **J.** William O. Morgan, manager of Chicago Lithographic Institute; Mrs. Morgan, and Don Black, Western Printing & Litho., Racine. **K.** Jack Dabney, Harris-Seybold, New York, and Edward H. Wadewitz, president, Western Printing & Litho. **L.** Mrs. William Winship, and Charles F. Roberts, Brett Litho Co. **M.** Howard F. Isham, president, Western Lithograph Co., Los Angeles, and Norman Rowe, Ideal Roller & Mfg. Co., New York. **N.** Owen Adams, Electric Boat Co., Chicago; David Schulkind, president, E. P. Lawson Co., New York; H. A. Cooksey, Chief Printing Co., Chicago; and Charles Harwood, Miehle Printing Press & Mfg. Co., Chicago. **O.** Arthur Bink, American Type Founders, Elizabeth, N. J.; Harry A. Porter, Harris-Seybold; Robert Marquardt, ATF; and E. Smith, Crescent Ink & Color Co., Philadelphia. **P.** George Thompson, Litho Chemical & Supply Co., New York; William J. Stevens (standing), Miehle Co., New York; Herbert Kaufman, DuFine-Kaufman Co., New York; and Wade E. Griswold, Lithographic Technical Foundation, New York. **Q.** (Seated) Mr. and Mrs. James B. Eaton, Dameron-Pierson Co., Ltd., New Orleans; Mrs. C. D. Blanchard; Sidney Blau, Blau Electron Corp., Chicago; and Mrs. Blau. (Standing) V. R. Stafford, R. Hoe & Co., New York; and C. D. Blanchard, Rein Co., Houston, Tex.

Promotion Campaign

Following the annual business meeting and election of directors at the Friday morning session, John M. Wolff, Jr., of the St. Louis Div., Western Printing & Lithographing Co., and chairman of the LNA promotion committee, gave a comprehensive report on the committee's launching of the Offset Awards Competition and Exhibition. The widespread campaign, described earlier in this magazine, is under way, and mailings are going out to 41,000 buyers of printing and lithography, acquainting them with the outstanding advantages of offset lithography. A competition honoring the best lithography being produced in nearly a score of categories is being conducted, and an exhibition of winners is being planned for the future. Copies of the



new Rules Book, containing full information, were to be distributed last month.

Conrad Stuhlman, St. Louis advertising executive, is in general charge of the campaign.

Russell L. Herrell, assistant to the president, Graphic Arts Expositions, invited the convention gathering to the exposition, and recommended it as a highlight of graphic arts progress.

Cost Reduction

Lithographic cost reduction was the subject of a carefully prepared panel discussion on Friday afternoon. The question was approached from the standpoint of financial considerations, factory and production, research and engineering, and personnel and labor relations. Leonard Knopf, president of The Meyercord Co., Chicago, introduced the subject, declaring that if we don't find ways to reduce costs under today's conditions, we all are headed for trouble.

Fred L. Heath, president, Fred L. Heath Co., industrial engineers, Chicago, panel auditor, and later moderator for questions from the audience, said that the success of any cost reduction program depends largely on the first step. And this first step is the mental attitude. Management must believe costs can be reduced, must believe that it can get labor to help, and then must proceed to do so. A cost reduction program must be pre-planned, and management must know where it wants to go, why, how long it will take, etc. A man with imagination is needed. All functions of business which contribute to cost must be listed and studied. Facts of business and economics must be told to employees in language they can understand, he said, and their help is essential. He said suggestions from employees can help, but pointed out that they can be keyed with serial number, and thus can be kept anonymous until they are approved. In this way the employee gets full credit for usable suggestions, but is not identified with any that are not usable. "You never sold customers by staying away from them," he reminded," and you can't sell employees that way either."

Harold E. Rowles, treasurer of Stecher-Traung Lithograph Corp., Rochester and San Francisco, discussed the financial aspects of cost reduction, and urged the careful budgeting of all costs by the financial department. You must first have cost control, and then cost reduction, he pointed out. Don't think only of the manufacturing department, he warned, but investigate every department. The financial department should have all necessary data and figures to provide a base for comparison, he said. A budget should be prepared, based on estimated income, and this budget must be compared monthly to actual figures. This keeps the score on performance. Adjustments must be made for seasonal business and for such things as heat in summer, air conditioning in season, etc. Variations from the budget should be analyzed. All department organizations should be analyzed for overlapping of duties, for duplicate or unnecessary paper work, and for streamlining. "Eternal vigilance is the only way to reduce costs," Mr. Rowles concluded.

John D. Ristine, manager, offset department, R. R. Donnelley & Sons Co., Chicago, took up the subject of factory and production costs. He asserted that a healthy dissatisfaction with present methods is needed. All idle time must be located, and eliminated through careful production planning and scheduling. Proper tools are needed for all operations, and must be located in the most efficient places. Production standards are needed, he said, but warned that today's standards are obsolete tomorrow. Incentives help, he said, and may be extended to all, to foremen or supervisors, or to executives, as useful devices for achieving cost reduction. Organizations are only people, he reminded, and therefore assignments should be made in accordance with abilities and interests. The organization might need reshuffling, he said. Selection and training of employees is important. In a technical industry such as ours, employees with low ceilings of ability cannot be tolerated, Mr. Ristine declared. Employees cannot learn all they need to know from old employees because they learn the wrong ways to do things as well as the right ways, he said, indicating the need for supplemental training. Plant layout, too, came in for discussion by Mr. Ristine, and he said that management might have to plan as far as ten years ahead in working out the layout. Many materials handling economies can be effected through better layout planning.

Frank A. Myers, chairman of the Lithographic Technical Foundation research committee, and treasurer of Copyifyer Lithograph Corp., Cleveland, presented the research and engineering phase of the subject. You cannot cut costs in this phase of lithography until you apply research findings to your own plant, he said. Don't forget that it takes people to put cost-saving ideas into practice, he reminded, and urged that their ideas be sought for any cost reduction program. He urged the study of work simplification, saying that a good slogan is "There is always a better way." Lithography is an integrated process, and one phase of the process cannot be altered without other phases being affected. Mr. Myers emphasized that the process had changed radically in the last few years, and cited a long list of new developments to back up his claim. These included many innovations which now are in wide use, as well as others, such as photo-typesetting, which are just coming into use. These new developments affect all phases of lithographic production and when properly applied make it possible to produce better work at less cost, he implied.

Charles A. Conrard, personnel director of Western Printing & Lithographing Co., Racine, Wis., concluded the discussion by dealing with personnel and labor relations. Wages and salaries are the largest single items of cost, he said, but warned that greater efficiency and cost reduction must benefit the individual worker, and not injure him. He listed four "cornerstones," as money (must be spent to save it), perseverance (program should be permanent), cooperation (entire executive and administrative personnel), and enthusiasm

(*Continued on Page* 133)

200,000 at Chicago Graphic Arts Exposition

MULTICOLOR offset presses, photo-typesetting machines, pre-fabricated darkrooms, new models of cameras and platemaking devices, and descriptive literature by the ton, were features that greeted the tens of thousands of lithographers, printers and allied tradesmen who inspected the more than 200 exhibits of the Graphic Arts Exposition in Chicago, September 11 to 23. The show's two week stand drew an estimated attendance of 200,000 visitors, a figure which necessarily included many repeat visits.

It was an exposition of milling crowds, a continuous din of heavy machinery in operation, and displays of light, color and action on every hand.

Although when the show was planned over two years ago, the buyer's market apparently was somewhat permanent, the Korean war and its accompanying fears of shortages brought with them a resurgence of a sellers' market in equipment. Sales were reported rather brisk by some exhibitors, although deliveries in many cases are delayed. Much of the heavy equipment on the exhibit floor was sold to firms in Chicago or nearby, for delivery after the close of the exposition.

It was the first such exposition in 11 years, the last one having been held at Grand Central Palace, New York, in 1939. Thus, it reflected the many postwar improvements in methods and equipment, and served to introduce some new equipment to the trade. Foreign-made offset equipment, as well as letterpress machinery, was quite prominent, and drew much attention. This included several kinds of offset presses, cameras, platemaking equipment, and step and repeat machines.

The center arena of the exhibit hall provided a huge area with practically unlimited ceiling space, and this section was utilized by several press manufacturers, including American Type Founders, Harris-Seybold Co., and Miehle Printing Press & Mfg. Co. which showed offset presses. ATF had a four-color web offset press in operation producing commercial work, and also several other presses were running, including ATF-Mann offset and ATF Chiefs. Harris had several models in operation including a 17 x 22, a 22 x 34 two-color, and also large two-colors in both rotary letterpress and offset. Miehle had large two-color offsets, and other presses in operation. Around these central displays were other equipment exhibits. In the two adjoining wings of the building, accounting for about 75 percent of the total space, were scores of other exhibits including everything from two-color presses down to the smallest supply items.

Presses shown for the first time, in addition to some of the above, included the Talsman 19½ x 25½ offset press displayed by Babcock Printing Press Corp., Canton, O.; a French Marinoni 28 x 42" two-color offset, displayed by the Printrade Machinery Corp., New York; Milton web two-color offset with a printing area of 17¼ x 23½", German-made, displayed by Acme Litho Plate Graining, Inc., Brooklyn; Speed-Flex form printing press, displayed by Orville Dutro & Son, Los Angeles; and E. B. Co. 22 x 34" offset with new improvements, shown by Printing Machinery Div., Electric Boat Co., New York. A Soldan bronzing machine, 52" width, British-made, also was introduced by Printrade Machinery Corp., New York.

Continued interest was shown in new photo-typesetting machines, some of which were shown publicly for the first time at the exposition. Mergenthaler Linotype Co., Brooklyn, unveiled its Linofilm machine, which utilizes standard Linotype mechanisms for assembling, spacing, justifying and distributing matrices, but has an added camera mechanism which produces a positive type image on film. (This is described more fully in the Equipment section in this issue.)

The Intertype Fotosetter, described in detail before, was shown publicly for the first time, as was also the Fairchild Lithotype and the ATF-Hadego display typesetter (all described in previous reports). Another new de-





vice was the Headliner, which produces display type either as a positive photo print or as a film negative in sizes from 12 pt. to 60 pt. It is partly automatic and partly manually operated. Fonts are available in a variety of faces. It was shown by Multi-Ad Services, Inc., Peoria, Ill.

The Colloid litho plate, a steel base plate with a polyvinyl surface, was shown for the first time, by E. G. Ryan & Co., Chicago. The Aller bi-metal litho plate was shown by Fred'k H. Levey Co., Philadelphia. New camera and platemaking equipment included an overhead camera shown by R. R. Robertson Co.; Lithotex Junior step and repeat camera and a Regal 30 x 30" precision camera shown by Pictorial Machinery Ltd., London; a Klimsch Autovertikal 20 x 20 camera, and a Combinex combination printing frame and line-up light table. (both imported) were shown by Amsterdam Continental Types & Graphic Equipment, Inc., New York. This firm also demonstrated a Will (German) Ruling machine which uses rubber plates, an Albert-Frankenthal 22 x 30" gravure press, and an S & S offset proof press. Other new equipment for offset included a pre-fabricated darkroom offered in sizes of 10 x 12 feet and larger. This was shown with a darkroom camera by Consolidated Photo Engravers & Litho. Equipment Co. Chicago.

Brief notes gathered by a *Modern Lithography* reporter on other exhibits aimed particularly toward the lithographic industry, follow:

American Type Founders, Elizabeth, N. J. Focal point of interest for the offset printer was the big ATF-Webendorfer 4-color web-fed offset press which Schultz Lithographing Co., Chicago, purchased for erection, after the show. Visitors constantly thronged the elevated gallery surrounding this 4-unit press, to watch production of commercial work in four colors on one side, two colors on two sides, or three colors on one side and one color on the other, simultaneously, at 8,000 cylinder revolutions per hour.

Of almost equal interest were four models out of fourteen of the British Mann offset presses, for which ATF is U. S. distributor. Mechanical features were demonstrated for thousands of lithographers, who examined these presses closely. All four models were sold before the show closed.

Another attention getter was the new ATF-Hadego photocomposing machine which produces photographic composition on film or paper with various economies. ATF's "Chief" offset presses were displayed and demonstrated, along with newly designed process cameras and gravure equipment. Also shown was an extensive exhibit of foundry type and presses for other printing processes.

Country newspaper editors, who attended the Chicago show in legions, learned in one display how newspapers are produced by offset, and, for school printing instructors there was a scale model room print shop with miniature models of all appropriate equipment.

Value of products shown by ATF was $500,000 and freight charges for shipment to Chicago was paid on 200,000 pounds of equipment. Among souvenirs distributed was a 4-color reproduction of a famous painting, "Amber Waves of Grain," made at the show on the Schultz press, also a booklet "Shaping An Industry," which outlines the 215-year history of American Type Founders.

Frank C. Gerhart, advertising manager was in charge, and under him was a staff of 150 salesmen and machine operators.

Acme Litho Plate Graining Co., Brooklyn, N. Y. Acme's new 2-color Milton web offset press was purchased by Schenker Printing Co., Chicago, for erection after the show, it was announced by Milton Berg, president of Acme. Other Acme products shown included a vertical prism camera, a French graining machine, a new type whirler with temperature control, blankets, chemicals and a Mercedes press for letterpress work.

Anchor Chemical Co., Inc., Brooklyn, N. Y. Chemical specialties for the printer and lithographer. Shown were the following: rubber roller wash; plastic plate wash, mineral oil press lubricants; numbering machine cleaner; cold synthetic flexible glue



Opposite page: The ATF exhibit provided a balcony around a four-color web offset press. The Harris-Seybold exhibit, also in the center arena, featured offset presses. This page: Miehle showed a variety of presses in the arena. No over-all photographs could be taken of the large wings on both sides of the center arena.

for snap outs, tabbing, binding, etc.; non-toxic type wash. Edward J. Jasser, vice president, for sales.

Babcock Printing Press Co., Canton, O. First public showing made of new "Talisman" offset press with five unique features: electric eye trip for head register and as a throw off device; rotary drum type feeder; double delivery system; new system for fast blanket lockup; and a new General Electric variable speed, positive control motor. Other features include a positive water fountain control with overhead milling action and a 1-shot, point to point lubricating system. This new press has been under development for 1½ years and is now available on 6 months delivery, according to Theodore Robinson, sales manager.

Russell Ernest Baum, Inc., Philadelphia, Pa. Demonstrated in action was a new "Junior Jet" line of Baum folders with suction pile or friction feed, which fold, cut, score and perforate at high speed, according to Mr. Baum, who directed the presentation. Other Baum products included folding machines in various sizes, in operation.

Bingham Bros. Co., New York. Regular line of litho rollers displayed, including the Litho Webendorfer, litho base for molleton, water ductile and form base. Maps and pictures of branch plants and sales offices indicated the company's wide distribution system. Ken Butler, treasurer.

Samuel Bingham's Son Mfg. Co., Chicago. Rollers for all standard presses shown, ranging in size from 142½ inches for corrugated box printing, down to 1 inch for numbering machines or soda straw printing. "Just for fun," visitors were entertained at half hour intervals with a comedy pantomine in which two midgets did "all the things our customers say we do," as explained by Don C. Crews, vice president.

B. H. Bunn Co., Chicago. Bundle tying machines, in both standard and special purpose models, including one machine widely used by lithographers for tying die cut or regular trimmed labels. No machine adjustments needed for varying sizes and shapes, it was claimed. Displayed in booth was the original bundle tying device, developed by B. H. Bunn, company president, in 1907, when he was a 19-year-old vocational high school boy.

Chemco Photo Products Co., Glen Cove, N. Y. Demonstrations made of Chemco camera, using roll film. On display also was a prefabricated dark room of steel construction, with insulation; also a new temperature control sink, with safe light, viewing light and timer. Macbeth arc lights exhibited. Sam. B. Anson, general sales manager.

Craftsman Line-Up Table Corp., Waltham, Mass. Layout and lineup tables for lithographers, including a new utility table for the small offset printer. New attachments, guards, ball bearings, etc., now on all models. George H. Charnock, Jr., vice president.

Consolidated Photo Engravers and Litho Equipment Co., Chicago. Company products grouped and operated to simulate a complete offset shop. First showing made of a new prefabricated dark room and new temperature control sink, also a new vertical whirler. Displays of plates, chemicals, blankets, rollers, films, and other supplies distributed by Consolidated and affiliates. Demonstrations of the new Plasticoid-Koloroid system for producing complete photographic 4-color proofs, from negatives in perfect register, employing actual pigments to be used on job for silk screen and gravure work.

Announced by Alfred Levine, vice president, was Consolidated's purchase in August of the Hammer Dry Plate & Film Co., Operations of this 60-year old St. Louis concern have been integrated into Consolidated's setup, Mr. Levine said, but production will continue at the Hammer St. Louis factory.

J. E. Doyle Co., Cleveland, O. First showing of a new infra red web drying device with automatic light-up and shift to drying position. First showing of a new automatic vacuum sheet cleaner for offset and other presses, to remove dust, lint, excess dry spray, etc., before paper enters printing cylinder. High speed motor and blower unit maintains equal pressure across sheet. Extensively tested in Chicago plants and elsewhere. James E. Doyle, secretary, assisted his father, Chas. C. Doyle, president, in demonstrations.

Dayton Rubber Co., Dayton, O. First showing of an adjustable color separation system and a new fountain divider for split-color, gang run jobs. Available for Harris and Miehle presses, and soon to be offered for other makes, it was announced. Newly developed Dayco offset roller and new blankets shown. Display of work done with these products by various lithographers. Norman H. Neilson, division and products manager.

Dexter Folder Co., New York. First showing of a new model Cleveland folder with improved features, also other models of folding, trimming, stitching, bronzing, varnishing and book binding equipment. H. Reimers, of New York sales office.

Electric Boat Co., New York. Demonstrations made of new feature on the EBCo press, with which for first time in press operations, feed roll register can be controlled without shifting the plate. Premier public showing of fast action plate clamp, motorized pile lift and variable speed water fountain roller drive. All new features can, if desired, be added to any press bought previous to their development, announced Harold W. Gegenheimer, manager, Printing Machinery Division.

William Gegenheimer, Brooklyn, N. Y. Shown in operation was the Baldwin press washer, ink fountain agitator and sheet slitter, also Baldwin vibrating roller, water stops and rotary pump. William Gegenheimer in charge.

Hammermill Paper Co., Erie Pa. Hammermill's extensive kit of sales promotion tools displayed, with samples of direct mail, space advertising and other company cooperative promotional materials. Original paintings used in Hammermill 4-color advertising decorated the booth and prominence was given the slogan "Hammermill says 'You couldn't stay in business without your printer.'" A. E. Frampton, manager, advertising and sales department.

Harris-Seybold Co., Cleveland, O. First public showing of five pieces of equipment: a single color Harris 17 x 22 press; a 2-color, 22 x 34 offset press; a 34-inch Seybold hydraulic Dynaclamp cutter; a new collator machine; and a new TRG press for letterpress. Other Harris offset presses and chemicals presented. Notable in decorations was a series of 18 educational panels, tracing steps in production of an offset job.

The exhibit was enclosed in modernistic glass panels, with tall decorative pylons, and overhead was the Harris trade mark in a lighted three-dimensional unit.

Most of the equipment was in operation. Ren R. Perry, general sales manager.

Ideal Roller & Mfg. Co., Chicago. This exhibit, although showing various units in the company's line of rollers, called attention to the "orange spindles" on rollers on most of the presses shown in the exposition. The orange spindles identify the company's products. E. B. Davis in charge.

CHICAGO SIDELIGHTS

Chicago Sidelights appear in "Through the Glass" this month, on Page 81.

C. Walker Jones Co., Philadelphia, Pa. Jomac dampener roller cleaner, demonstrated, also cleaning and breaking in of rollers. Seamol, seamless sleeve for dampener rollers shown. Howard E. Eldridge, sales manager.

Wm. M. Kemp Co., San Francisco, Calif. Showing the "Mort" dampener cleaner for cleaning and conditioning dampener rollers. Other offset equipment for which company is distributor, demonstrated by Alfred D. Severance, sales manager.

Lanston Monotype Machine Co., Philadelphia, Pa. Exhibit of products, including M-H overhead camera, plate coating machine, photocomposing machine, universal process machine, typesetting and casting machines and accessories. C. C. Sorensen, engineering dept.

E. P. Lawson, Inc., New York. Center of interest was the new electronic spacer cutter in 46 or 56 inch sizes. Other equipment demonstrated included a 39 inch automatic clamp cutter, Lawson multiple head drill, and Southworth corner cutter. D. W. Schulkind, president.

Frederick H. Levey Co., New York. Inks for the offset printer promoted but feature of booth was a continuous demonstration of the Aller bi-metallic offset plakemaking process, developed and used in Denmark for 13 years and promoted by Levey in U. S. In charge was Geo. R. Brodie, plant manager of the Levey Philadelphia plant.

Lithographic Technical Foundation, New York and Chicago. Contributions to lithographic progress made by research work done by the Lithographic Technical Foundation were presented in the Foundation's booth. Of immediate interest was an explanation of the audio-visual service which uses films synchronized with recordings to present in 20 to 40 minutes the newest developments in research. Through this modern educational medium craftsmen in the plants are quickly informed of latest findings, Wade E. Griswold, general manager of the Foundation, stated. Many plants use them regularly in shop meetings, he said. Ten audio-visuals are now scheduled for production each year. By this means it is hoped that the industry can be kept in practical contact with the Foundation's work as it progresses. Of great interest to visitors was the compact "L. T. F. Library," comprised of publications giving detailed technical reports on Foundation research projects. During the show either Mr. Griswold, Robert F. Reed, or Michael Bruno was on hand at the booth, to answer questions. Assisting them was a staff of 30 Foundation research workers.

J. Curry Mendes Corp., Boston, Mass. Features of this display included three J.C.M. semi-automatic collating and tipping machines for handling forms; a "Betsy" completely automatic collator, and a form truck for holding and moving stock. Samples of forms made up on the collating and tipping machine shown. J. C. Mendes, president.

Miehle Printing Press & Mfg. Co., Chicago. In continuous operation was a 61-inch 2-color Miehle offset press, which, it was announced, was

(*Continued on Page* 117)

Impact of War Mobilization Studied at Convention of PIA; Elect Caffee to Succeed Jeffries







PRINTING Industry of America, Inc., at its 64th annual convention in the Palmer House, Chicago, Sept. 18 to 22, gave prominence in all discussions to the impact of the war emergency on the printing industry. Progress in printing technology was also featured, along with PIA services for members, while new officers were elected both for the over all organization and the two sections of Master Printers and Union Employers. At meetings of the Research and Engineering Council of the Graphic Arts Industry, reports were presented on developments in research under way in several foreign countries, and the United States. Registration of approximately 1,500 PIA members was reported.

Top: The new officers of PIA: (Seated) Robert H. Caffee (left), Wm. G. Johnston Co., Pittsburgh, president; Arthur A. Wetzel, Wetzel Brothers, Milwaukee, vice president. Standing: Kenneth P. Morse (left), Standard Register Co., Dayton, secretary; Morris W. Davidson, Courier-Journal Litho Co., Louisville, treasurer.

Lower Left: Hon. John J. Deviny, U. S. Public Printer speaks on "Impact of the Current Situation on Government Printing" at opening session of PIA.

Right: John M. Wolff, Jr., Western Printing & Lithographing Co., St. Louis, chairman of the PIA Defense Emergency Planning and Advisory Committee ("DEPAC") reports on activities at opening session.

John J. Deviny, public printer of the United States, speaking at the opening session, set the pace for the attack on printing problems created by the war emergency. To avoid the evils of any system of controls that may be set up, the thing to do, he told the printers, is to "tell the government exactly what you want." "I am the last man," he asserted, "who wants to see the printing industry—or any other industry—controlled or managed by executive degree."

PIA, he continued, "should set up its own plan and system of allocations, priorities and quotas, as soon as necessary. And let your government know that you expect them to be set up in a manner that will be least disruptive of the industry. . . . You will recognize the needs of government as well as industry. In this way, by rating requirements of the military, the government establishments and the war plants—in that order—you may be able to help shape the kinds of controls that the industry will have to live under and produce the routine printing orders for regular customers."

He commended PIA's Defense Emergency Planning and Advisory Committee as a good start, adding that it should not await further developments but advance its program now. He advised immediate attention to paper controls.

Mr. Deviny was confident there will be enough of all materials and supplies needed for any emergency use, however extensive. A greater supply will then be left for normal consumption, he declared, than people in other countries can enjoy, even in normal times. He revealed that, at the moment, urgent jobs are being held up in the G.P.O. by lack of paper. Bids are not being offered and to meet this situation, standards and specifications have been lowered, he said.

He did not foresee any general overall scarcity of printing equipment. Neither the G.P.O. nor other government agencies will be buying equipment in any volume that will greatly change the equipment supply picture, he said, adding that "It is already a foregone and established fact that the government will utilize existing commercial facilities. No other plan makes sense."



Robert H. Caffee, Wm. G. Johnston Co., Pittsburgh, newly elected president of Printing Industry of America, at the 64th annual convention of PIA held in Chicago, receives the symbol of office from Allerton H. Jeffries, Jeffries Banknote Co., Los Angeles, retiring president (right).

As to manpower, he considered the industry in "a fortunate position." The matter of schedules or the time factor, he thought, could be met by setting aside non-essential work, "through some system of self-government." "Certainly the best way" he said, "would be by general voluntary acceptance of government printing orders and compliance with tight, onerous schedules." In closing he emphasized again that adequate representation for the printing industry in its relations with Washington must be placed high on PIA's agenda.

In rapid fire style, Leo M. Cherne, economist and executive secretary of the Research Institute of America, reviewed the many factors affecting our present economy. He declared that no matter what their drawbacks may be, he was sure the Soviet Union "fears America's mobilized economy more than either the present strength of our armies or our valuable support from the United Nations." The price of preventing war with Russia, he said, will be a "garrison economy" which will prevent a return to normal competitive business for many years. But this will not mean the end of a profit economy, although private enterprise will be far less competitive. Our industrial mobilization, he emphasized "will be an effective brake on Soviet imperialism."

Allerton H. Jeffries, of Jeffries Banknote Co., Los Angeles, and president of PIA, asserted in his presidential address that the commercial printing industry is better prepared than ever before to make a maximum contribution to the national defense program. He pleaded for a stronger, more unified and more representative national association. There is still great opportunity for building industry prestige, he declared, through public relations. More printers, he suggested, should participate locally in community defense planning activities and act "as though they were engaged in an important and significant activity."

John M. Wolff, Western Printing and Lithographing Co., St. Louis, reported on the protests filed with the government's Joint Committee on Printing, against expansion of the Air Force chart reproduction plant in St. Louis. He paid tribute to the Lithographers National Association, which joined in this action. The National Assn. of Photo-Lithographers also has joined. Although not knowing at the moment what the Joint Committee may decide, he declared that because of this unified industry effort he would venture to predict that "any proposal hereafter for expansion of government printing facilities anywhere, will be more carefuully scrutinized. . . . Those in the government concerned with us now know that, at the very least, we should be consulted."

Robert H. Caffee of Wm. G. Johnston Co., Pittsburgh, Pa., newly elected president of PIA, explained the detailed study made of government procurement methods and the manual and directory issued to guide members seeking government work. Still another project explained was the analysis of materials used in graphic arts with information on their essentiality and availability. If necessary to meet crises, he said, the organization will, overnight, be chang-

ed to cope with the demands of any situation that may arise.

Raymond L. Blattenberger of Edward Stern & Co., Philadelphia, gave the invocation at the opening session, and A. E. Giegengack, president of the national Graphic Arts Exposition, welcomed the delegates to Chicago and the show at International Amphitheatre.

Speaking at a session of the Union Employers Section, of which he is secretary, Matthew A. Kelly, PIA's industrial relations director, declared that the major economic problem today is how to finance and support a military program which is superimposed on an economy already virtually at full employment and already possessing a highly dangerous inflationary potential. He reviewed provisions of the Defense Act, the Economic Stabilization Agency and such special problems as Selective Service, deferment policy, and veterans' reemployment rights and their effects on the manpower supply. While the complexity and magnitude of the issues are frightening, he declared, they are not insurmountable. The challenge, he felt, will be met successfully.

The proper solution of the pension problem lies in the area of social insurance, rather than collective bargaining, asserted John Seybold, of Printing Industry of Philadelphia, Inc. The revised Social Security Act, he said, is sufficiently generous that private pension plans, even as a supplement, seem hardly necessary. In some detail he described the new pension program of the Amalgamated Lithographers of America and pointed out, how, from the employer's standpoint, it "may be good and may be bad." He advised careful study to determine the direction in which the industry may move with the least risk .

The Amalgamated Lithographers of America recognizes the need for competent offset help and wishes to help train an adequate supply, the convention was told by Benjamin M. Robinson, general counsel of A.L.A. On the other hand, he said his union must resist creating a reservoir of unemployed for the future. On the matter of jurisdictional conflicts, he said the Amalgamated's relations are sound with all unions except the Printing Pressmen's union. He cited Labor Relations Board policies and court rulings recognizing that lithographic employees are a cohesive unit, separate and apart from the letterpress workers. He advised printing management to let their employees decide by which union they wish to be represented and assured them that the Amalgamated will not organize or raid printing workers, nor will it tolerate the raiding of offset workers by other unions.

"Our new pension program," he said, "is now being drafted and will be before our members for referendum vote within the next two months . . . It will operate in a fish-bowl fashion so that everyone, both employer and worker, may know what is going on, where the money comes from, and for what it is spent."

In the convention sessions devoted to Printing Technology, Frank F. Pfeiffer, general manager, Reynolds & Reynolds, Dayton, O., raised the question of whether, since V-J Day in 1945, new printing equipment produced represents the culmination of a "printing revolution" or, as he said, "has the lion labored and brought forth a mouse."

Printing equipment manufacturers, he said, have hit somewhat between these two extremes, producing some but not all of the things needed to increase production, lower costs, eliminate waste and improve quality. In fairness to the manufacturers, it must be recognized, he said, that the industry is limited as to size and market, and assembly line production is practically impossible, because, for example, only a few hundred presses can be produced at a time. "My quarrel with the manufacturers on this point," he said, "is that they sometimes tend to use this argument as an alibi for inaction."

Another factor contributing to the failure of the equipment industry to produce what is needed, he said, is due to the printers themselves, who "simply have not told the equipment people what they want." This failure of the printing industry to be articulate, forceful and persistent in making its needs and demands known, he was confident, is on the way to being remedied by the Research and Engineering Council of the Graphic Arts Industry, of which he, himself, is president. Suggestive of what printers need in the way of equipment, he listed 12 different devices "which you will not see at the Exposition." Nearly 200 other items, he added, have been listed for consideration by the Council.

The claim that photo-typesetting will replace hot metal composition "is a pretty strong statement," declared Bernard Snyder, president of American Typesetting Corp., Chicago, in reviewing recent developments in type composition. More probably, he opined, the new process will be developed to the point where it will be successful in certain specialty fields, such as composition for offset lithography and gravure.

"Once the bugs are removed, the photo-typesetting process may, or may not, be widely adopted by the entire industry for all kinds of machine composition," he said. "The machines, however, have yet to prove that they can equal the flexibility and exceed the productivity of present metal typesetting machines. Printers and typesetters are not playing ostrich. We welcome such a development and will make use of photo-typesetting machines when they have proven their worth for all or some purposes."

Widespread use of the Vari-Typer, Mr. Snyder said, may be evidence that there is a definite established place for this kind of composition for certain kinds of work. Because of its economies, he said, it appears to have found a permanent market in the offset field.

Bi-metallic offset plates are economical only for very long runs, Kenneth P. Morse of Standard Register Co., Dayton, O., claimed in discussing "Platemaking Developments." He speculated on the possibility that bi-metallic plates "may swing the pendulum over sharply in

(*Continued on Page* 123)

LITHO PRODUCTION CLINIC

By Theodore Makarius

This is the first in a series of articles devoted to the operation of the offset press. Based on practical experience, they will endeavor to give a comprehensive explanation of procedures and methods found successful. It is also the intention to discuss various types of paper and how they should be handled to produce satisfactory results when used for offset reproduction.

In order to present this material so that it will be easy to read and remember, we would like the reader to pretend he is ready to print his first job. Each step along the way, from start to finish, will receive its proper share of attention.

Since presses are available in a variety of styles and sizes it will be necessary to repeat certain operations, indicating changes in technique required to conform with a particular model. The chances are that you may not have a new machine to start with so we will also consider the extra precautions to be taken with a used press.



The author, Theodore Makarius, is well-known in the lithographic industry. He is now with Pope & Gray, Inc., New York printing and lithographing ink manufacturer. For the previous seven years he was sales manager of Fuchs & Lang Mfg. Div. of Sun Chemical Corp., New York, and in this capacity has visited a great many plants, often in the role of trouble-shooter.

Prior to this connection he was superintendent of the pressroom at Brett Litho Co., Long Island City, N. Y., one of the metropolitan area's larger plants, containing single-color, two-color and four-color presses. He was with Brett for most of the period from 1920 to 1943.

He has taught offset presswork in evening classes at the New York Trade School for four years, and also a course in lithographic supervision, for company executives. He has addressed numerous Litho Clubs in many cities, has appeared on many technical forum panels, and currently is in charge of the new course at the New York Trade School, "What a Litho Salesman Should Know About Lithography", being sponsored by the Young Lithographers Association of New York.—Editor.

BEFORE approaching our specific press job, let us assume the press has been installed by a qualified mechanic and that the feeding and electrical mechanisms are in good running condition.

The lack of adequate lubrication can raise havoc with a press and give you a headache as well. On some types of presses there are parts which are not too accessible and some of the oil holes are concealed. Thus, it is essential that you familiarize yourself completely with the oiling operation. Then go over the dampening mechanism and make sure each oil hole has been filled with oil before water is put into the fountain. The roller assembly should be studied carefully, as some of the cams are not easily reached after the rollers are installed and set in place.

It cannot be emphasized too strongly that a pressman must know the location and function of every moving part on the press that he is to operate.

Remember a little knowledge can be dangerous and it is therefore to your best interests to examine, to investigate, and to learn thoroughly all you can about the press you are to operate. A man well equipped with such knowledge can be the master of a machine; without it the machine may become a monster.

Before tackling our job we must concentrate on the proper setting of bearers. While it is presumed that the press cylinders have been set to ride on bearers, their function is too important for this to be taken for granted. This operation should be performed before plates or blankets are mounted. At this time we will not concern ourselves with the setting of the impression cylinder since only the plate and blanket cylinders should ride bearers.

After determining which cylinder is stationary, study the adjustment screws on the other, so that when it is necessary to make adjustments the screws will be turned in the proper direction. On some machines the plate cylinder is fixed, and the adjustments are made on the blanket cylinder. If this is the case, apply pressure between plate and blanket cylinder and jog the press a full revolution, then back away on the pressure, adjusting screws of the blanket cylinder. A thickness gauge of two one-thousandths of an inch should be inserted between the bearers of the plate and blanket cylinder. To check this, use a two-thousandths and three-thousandths gauge simultaneously. The two-thousandths should fit snug and the three-thousandths should not go between the bearers at all. This will definitely establish the clearance.

When the clearance is the same on both sides of the press be sure that the adjusting screws were last moved in

the "on" direction. This is important because there is always some play or lost motion in the adjusting screw mechanism. This lost motion sometimes is as much as two flats on the adjusting screw; therefore, when the direction of the screw or nut is reversed the play must be taken up before the setting will be affected. When backing off on the adjustment screws, enough clearance should be maintained so that when set, the adjustment screw is moving to the "on" position. In other words, if the one side of the press is too close and it is necessary to release one flat on the screw, it would have to be released several flats first and then be brought back gradually to the right position.

When both sides are equal, or have two-thousandths clearance between bearers, daub some ink, either blue or black, onto each of the blanket bearers in several places around the cylinder except in the gap area. The ink spots should be spread fairly thin and about one inch in diameter. Then take up gradually on the adjustment screws until the bearers ride or touch. On some presses one flat on the screw equals one-thousandth of an inch, but to be sure that the cylinders are brought together evenly, add one flat at a time to each side. Turn the press one full revolution with the pressure still in the "on" position. If the ink does not transfer to the plate

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How Zinc, Aluminum Differ

An Etch Formula for Aluminum Plates*

THE great difference between zinc plates and aluminum plates is a fact that has been highlighted by the Lithographic Technical Foundation's continuing research on metals and desensitization. The two metals grain differently and LTF has found that best results are obtained when abrasives and marbles are chosen specifically for one or the other. The two metals are also quite different as far as their wettability by water is concerned. Aluminum wets very easily with water; zinc does not.

Another basic difference between zinc and aluminum lies in their chemical activity. Zinc is a very active metal, which means that it reacts easily with many other chemicals. It corrodes or oxidizes very easily and, like iron, the oxidation continues until there is nothing left of the metal. Pure aluminum is also very active and oxidizes even more rapidly than zinc, but the aluminum oxide that forms on the surface is hard and inert and seals the surface so that further oxidation is prevented. Thus, a platemaker never really works on aluminum but on aluminum oxide which is chemically inactive. The net result is that many counter-etches, etches, and fountain solutions that work on a zinc plate may not work as well, or at all, on an aluminum plate.

This is the reason why LTF developed different formulas for surface treatments (Cronak for zinc and Brunak for aluminum), and why the need for, and results with, the two surface treatments are different. It is also the reason why a formula or process designed specifically for aluminum has a good chance of working well on zinc but not necessarily vice versa.

In LTF's initial research work on cellulose gum several years ago, the difference between zinc and aluminum again was shown. The superiority of cellulose gum over gum arabic was first demonstrated on zinc plates but when the same etches were tried on aluminum, an ink dot "pepper" type of scum sometimes appeared if the plates had not been surface treated with Brunak. (See LTF Bulletin 802, *Plate Surface Treatments.*) LTF finally traced ink-dot scum to the salt that was in the early cellulose gums. The eventual manufacture of cellulose gum with less than 0.1% of salt avoided this problem.

The LTF's continuous work on etches to find a better one for aluminum recently produced a new formula that has considerable merit. Press tests have shown that the new etch densensitizes albumin or deep etch aluminum plates much better than any previous etch. Preliminary tests show that it also works well on zinc.

This etch is like most others in that best results are obtained if it is rubbed down, dried, and not washed off the plate before gumming.

LTF Aluminum Etch Formula.

Water, (tap)	3 quarts
Phosphoric Acid 85%	1½ fluid oz.
Ammonium Bifluoride (NH_4HF_2)	¾ avoir. oz.
Cellulose Gum	7½ avoir. oz.
Water to make	1 gallon

Mix the chemicals in the order listed. Be sure the ammonium bifluoride crystals are dissolved before adding the gum. Add gum slowly with continuous stirring to prevent lumping. Stir occasionally for about two hours until gum is completely dissolved and then add enough water to make a total volume of one gallon. Mix well and etch is ready for immediate use.

The ammonium bifluoride in this etch forms hydrofluoric acid which attacks glass. Since the glass used for the electrode of a glass electrode pH meter is very soft and easily attacked by hydrofluoric acid, do not attempt to measure the pH of the etch with such a meter; use a colorimetric device instead. The pH should be about 3.5. Also, wash your hands thoroughly if you get any of the bifluoride on them.

The etch can be kept for a day or two in a glass bottle but the hydrofluoric acid will slowly etch the bottle and cause the pH to go up. If the etch is to be kept for any length of time, coat the inside of the bottle with paraffin, pitch or special paint that will withstand dilute hydrofluoric acid.★★

*From material prepared for "Research Progress" published by the Lithographic Foundation.

HIGHLIGHT HALFTONES

By Herbert P. Paschel

Graphic Arts Consultant, New York

PART 4. Conclusion

CONSIDERABLE effort has been spent on the halftone screen itself as a medium for obtaining highlight effects. Many special screens were devised which were intended to accomplish the "highlight effect" either independently or in conjunction with special stops or special types of copy.

Among the many such screens which have been introduced are grain screens and odd-ruled screens. While all of these screens may not have been directed toward the achievement of drop-out highlights, they were, however, directed toward the rendition of better values in the highlights and lighter tones. Some of the odd rulings consisted of screens with variations in the lines, such as, for instance, a ruling of heavy lines parallel to which ran a number of finer lines. A deviation from this system was embraced in a screen in which a number of fine lines ran along the diagonals of the meshes of the main ruling. The Schultze screen introduced in 1902 differed from the conventional ruled-screen in that the two sets of rulings were superimposed at an angle of 60° instead of the conventional 90°.

Other screens have been introduced containing wavy lines, some of which were irregular in pattern. Many types of grain screens have appeared, most of which did not attract more than passing interest. The grain screens are of two types, the opaque and the translucent. It is quite possible that experimentation with translucent grain screens led to the development of the variable opacity screens. In addition to the above, many systems were proposed requiring an exposure with a special screen in addition to an exposure through a standard ruled screen. A screen also appeared in which the rulings were transparent and of a color complementary to the color of the square openings. It was proposed that the copy to be used with such a screen be specially prepared. Shadows and highlights were to be neutral in character, whereas all tone areas were to be of a color complementary to the transparent screen rulings. The neutral elements of the copy (highlights and shadows) were able to penetrate both the ruled and open areas of the screen. The tone areas, on the other hand, were retarded by the rulings, and thus created halftone images. The resulting negative was a combination line and halftone with a drop-out highlight.

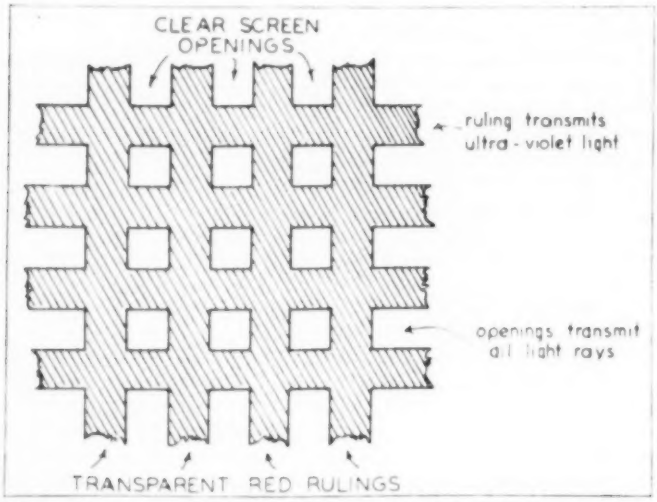


FIG. 1. Schematic illustration showing the construction and operation of the Duplex screen. The colored translucent rulings are opaque to ordinary light, and act similar to engraved rulings. The filter for the drop-out exposure transmits only ultra-violet rays which penetrate both the clear openings and the rulings.

Because most of these screens and systems proved too critical for practical consideration, the great majority of them did not become popular. Within recent years several new screens have been introduced which promise among other features to possess the ability to produce satisfactory highlight effects. The first of these was the "Chromatic" screen which was intended to be used in conjunction with the "Fluorographic" process. The Fluorographic process was described in detail in the third installment of this series of articles.

The Chromatic screen differs from the conventional screen in that its rulings, or mesh, are made of dark red material that is completely transparent to ultra-violet light. The screen openings or squares are entirely clear. The screen functions as follows: although the red colored rulings are transparent, they are effectively opaque to white light when used in conjunction with colorblind (blue sensitive) and orthochromatic films and plates. Under the influence of white light the chromatic screen reacts similarly to the standard engraved screen. When only ultra-violet light is reflected by the copy, the transparent rulings and the clear screen openings transmit that light

(*Continued on Page 68*)

5 Reasons

why Kodak Packaged Chemicals mean more efficient, more profitable, and better-quality production in your photomechanical darkroom . . .



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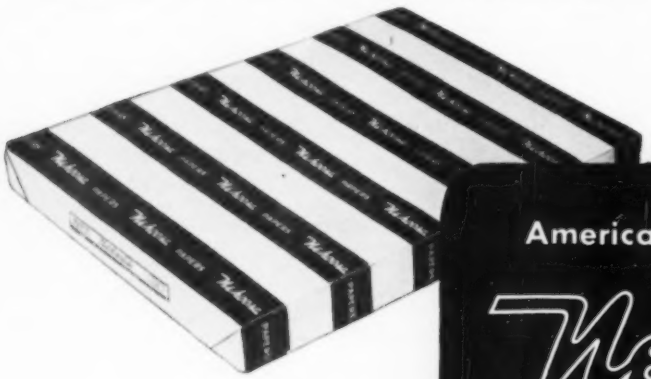
LOOKING FOR A BETTER BOND?

JUST SAY:

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● When you call for bond paper, ask for the paper that comes in the yellow wrapper with the blue stripes. Your paper merchant will know you mean NEKOOSA BOND. And he'll know that you're getting a faster-running, smoother-printing sheet because Nekoosa Bond has less curl, less wrinkle. Letterpress or offset, it runs through in a hurry, holds press stops down to a minimum. That adds up to *more* profits, *more* satisfied customers. Nekoosa-Edwards Paper Company, Port Edwards, Wis.



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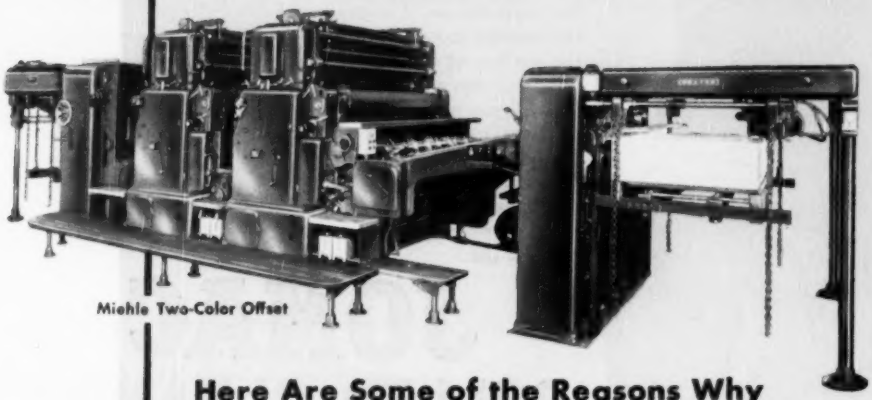
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the job is easier on a MIEHLE!



Miehle Two-Color Offset

Here Are Some of the Reasons Why Pressmen Prefer Miehle Offsets:

★ **LOW OPERATING HEIGHT**... with ample working space provided for maximum convenience and easier operation... no climbing up and down high platforms... these are features that go a long way toward reducing fatigue.

★ **EASE OF ADJUSTMENT**... assures faster changeover, easier washup and simple, dependable operation ...with idle time held to a minimum.

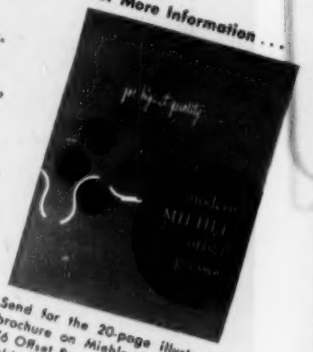
★ **IMPROVED FEATURES**... these presses incorporate many new improvements in feeding, registering and delivering the sheet — making it possible to translate the high running speeds into unusually high production.

If you want further proof—*ASK THE MAN WHO RUNS ONE*... you'll find that *pressmen prefer MIEHLES!*

Unit-Constructed in Two Sizes

The Miehle 61	Single and Multi-Color	The Miehle 76
42 x 58	Maximum Sheet Size	52 x 76
6500	Speeds Up to	6000

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Press time used to break in Dampeners

IS MONEY OUT OF *Your* POCKET

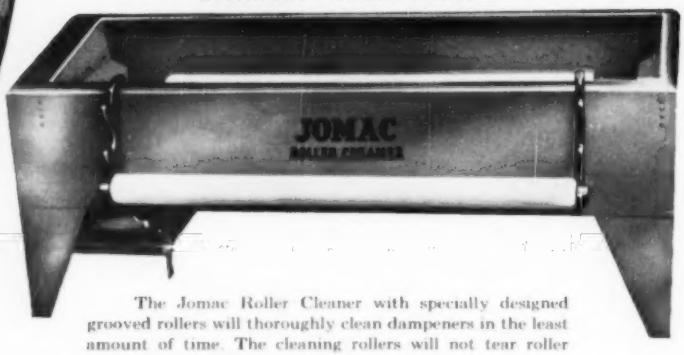
The Jomac Roller Cleaner will *break in* a complete set of dampener rollers for you at one time.

After applying new coverings to your dampening rollers, place the set of rollers in the Jomac Roller Cleaner and the spirally grooved rollers of the machine will smooth out the surface of the dampeners, eliminating lint, fuzz, and creeps. These rollers are *broken in—true, rounded* and *lint free*. All you need to do is to stop your press long enough to replace the dirty dampeners with clean ones already *broken in* and your press is ready to roll. This important feature of the Jomac Roller Cleaner will save many production hours for you.

Always keep a set of dampening rollers ready for immediate use.

JOMAC
ROLLER CLEANER

STAINLESS STEEL TANK

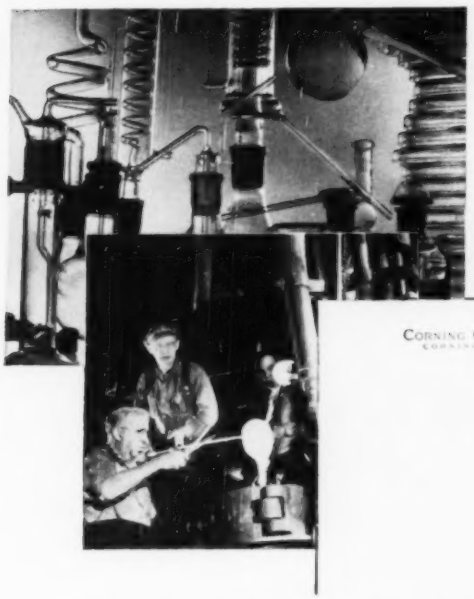


The Jomac Roller Cleaner with specially designed grooved rollers will thoroughly clean dampeners in the least amount of time. The cleaning rollers will not tear roller coverings or break stitches.

Use your favorite cleaning solution (it cannot damage the Stainless Steel lined tank) mixed with water; place the set of dampeners on the spirally grooved rollers and the Jomac Roller Cleaner will clean your dampeners more thoroughly and faster than any other method.

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Glass, one of the most unusual and versatile of basic materials, though over 5000 years old, still has potential uses that are virtually unlimited. Corning, with a policy of continuous research, has become one of America's foremost manufacturers of glass for science, industry and the home.

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REPROLITH ORTHO FILM

for quality line and halftone work!

* **HIGH ORTHOCHROMATIC SENSITIVITY**
  Higher sensitivity and use of filters permit better copies which would otherwise require handwork on the negatives.
* **MAXIMUM CONTRAST**
  Provides steep gradation.
* **HIGH RESOLVING POWER**
  Registers fine detail with maximum fidelity.
* **NO STAINS OR DISCOLORATIONS**
  White areas stay clear and bright.
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  Dots are pin-point sharp in shadows.
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CONSTRUCTION FEATURES

Ovens are heated by ROSS Gas or Oil Fired Heaters. Electrically heated units can be supplied when required.

Returning wickets are heated in separate heating zone.

Large volume of air cools sheets to permit flat piling in automatic stackers.

ROSS Oven Heating and Safety Systems are approved by Fire Insurance Authorities.

These modern ROSS Ovens are built to meet the most exacting specifications for speed, control of heat, flexibility and ease of temperature change, uniformity of temperatures and safety in operation. Their exclusive design features embody the most advanced methods for insuring all these desirable qualities.

Speeds up to 100 sheets per minute and temperatures up to 420 deg. F. for tin plate are *safely* and regularly obtained.

The ingenious arrangement of heating zones and the external heating units not only provide automatic control in every part of the oven and minimum temperature variations across the full area of the sheets, but also insure maximum safety in operation.

These and their many other design refinements have recommended ROSS Ovens to the most prominent users of metal lithographed sheets.

ROSS SYSTEMS

J. O. ROSS ENGINEERING CORPORATION

MANUFACTURERS OF AIR PROCESSING SYSTEMS

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Figure 2.

Drop-out halftone made with Duplex screen from ordinary copy. Original reproduction was 85 line screen. This is a line reproduction of about 110 line screen, reduced from a proof of the original.

equally. Under the influence of ultraviolet light there is no screen action and the result on the negative is the same as if no screen had been employed. Thus, by means of an exposure to white light and another to ultraviolet, two effects are obtained on the sensitive material. The exposure to white light produces a halftone image, while the ultraviolet exposure would create a line image. The Chromatic screen, however, functions best if the copy has been prepared by the Fluorographic process.

Fluorographically prepared copy is copy in which the coloring matter, *i.e.*, the pigments, have been dissolved in a solvent which has the property of absorbing ultraviolet radiation. The highlights of such copy do not contain any of the fluorescent solvent. When illuminated by white light, the copy reflects it in the same proportion as its visual appearance would suggest. There is, however, an absorption of ultraviolet light due to the fluorescence of the solvent. If a filter which excludes all but the ultraviolet rays is used over the lens, there is no effect on the negative corresponding to those areas in the copy which have been treated with the fluorographic solvent.

The "Chromatic" screen, for various reasons, was not offered for wide commercial use, and its manufacture has since been discontinued.

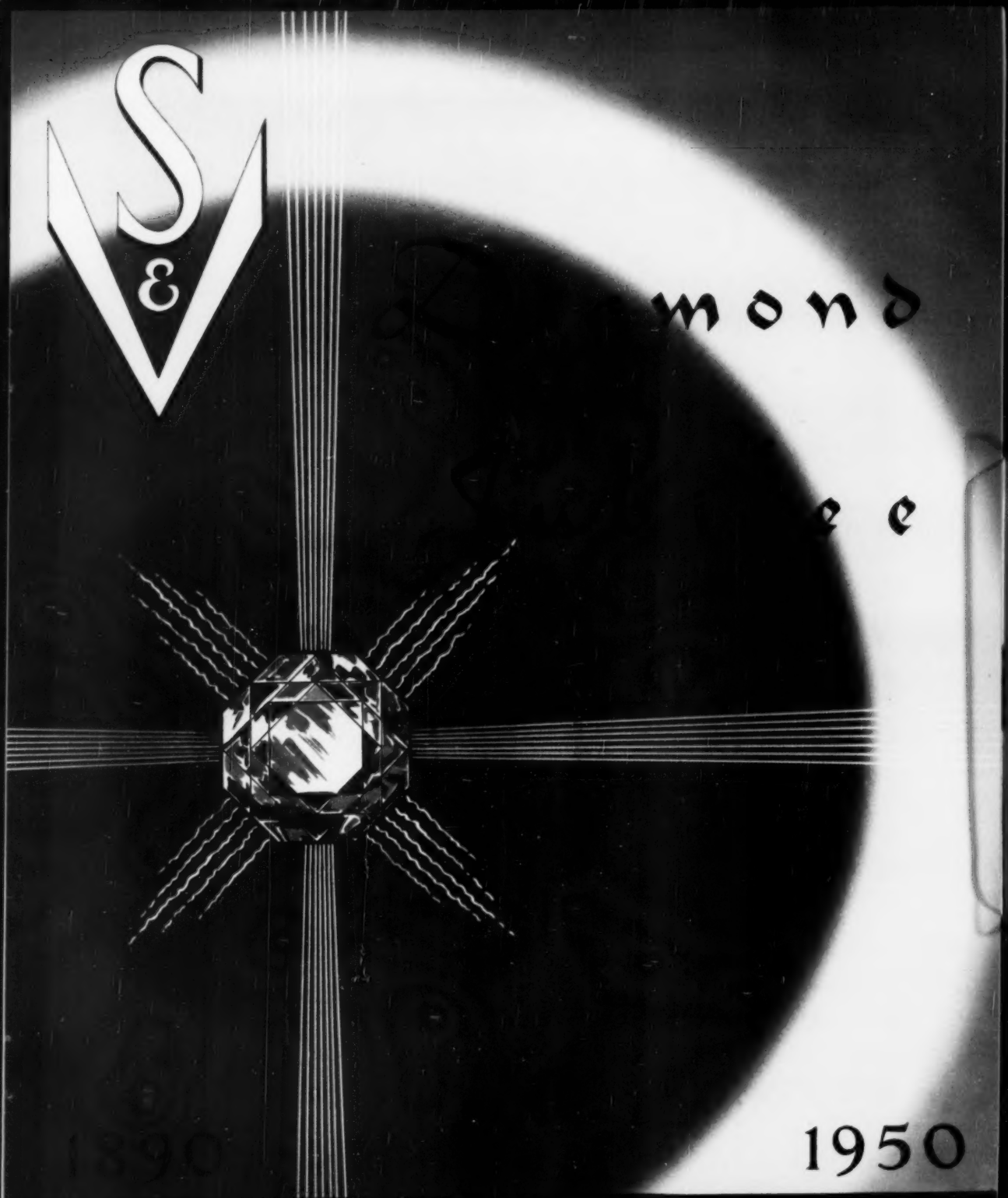
Another special screen, the Duplex, is at present being offered to the graphic arts as a means of obtaining drop-out halftone negatives from ordinary copy. The Duplex and Chromatic screens appear to have considerable similarity in that the screen rulings are in each case not completely opaque, but are instead colored and slightly translucent. (Figure 1.)

The Duplex screen is used in the same manner as an engraved screen for that portion of the exposure which records the tone scale from the lower highlights down to the shadow areas. The drop-out exposure is accomplished by means of a special filter whose transmission is primarily in the short wave lengths, *i.e.*, below 400 millimicrons. Since the screen rulings are a deep magenta in color and undoubtedly transmit ultra-violet radiation, and the filter likewise transmits ultra-violet rays, it appears that the drop-out effect is the result of simultaneous ultra-violet exposure through both the screen rulings and the apertures. The procedure has considerable merit since the screen need not be removed from the focal plane which, in turn, creates somewhat smoother edges where the drop-out and highlight tones meet than is achieved with other methods. (Figure 2.)

The advantages of the combination of screen and filter transmitting ultra-violet rays were suggested by this writer in the original article, *Modern Lithography*, April 1942, in which the following statement appeared:

"Since present activity and research concerning the Chromatic screen has been in conjunction only with the Fluorographic process, there is little information available regarding its use with other types of copy. The writer, however, on the basis of theoretical reasoning, can see no reason why highlight effects can not be obtained from ordinary copy if a highlight exposure is made by means of an ultra-violet transmitting filter. This highlight exposure would, of

(*Continued on Page* 133)



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to the Graphic Arts



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We are proud that our expansion has paralleled that of the lithographic industry, and on the occasion of the annual meeting of the NAPL, may we wish the producers of colorful and effective lithography a convention of outstanding achievement and beneficial results.

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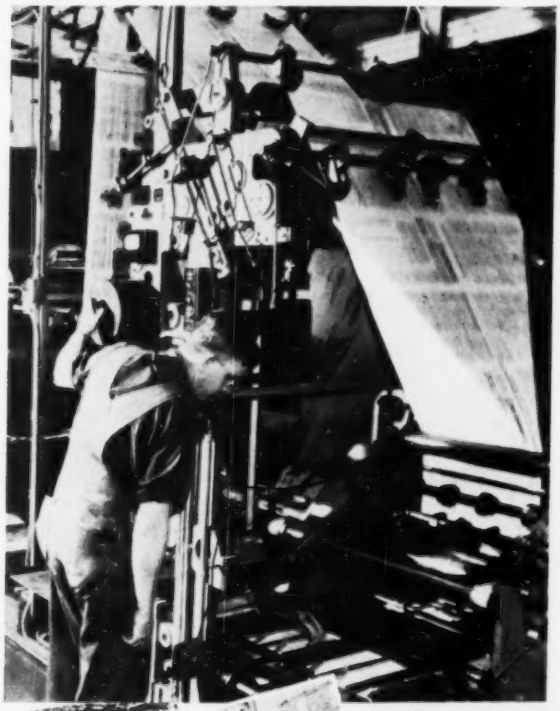
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Starting, stopping and speed changing are quick and yet smooth on any kind of press equipped with an *all-electric* Reliance V★S Drive. And the infinite speed selection always at your command through automatic control makes it easy to provide the exact speed required for maximum production and quality control in every step of every job. This is why Reliance V★S, the packaged *All-electric, Adjustable-speed Drive for A-c. Circuits,* is appearing on more and more presses in more and more plants. Write today for Bulletin 511 on packaged V★S Drives through 200 horsepower.



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YOUNG BROTHERS

metal decorating ovens

YOUNG BROTHERS metal decorating ovens are designed and engineered *by oven specialists* to meet the requirements of modern metal decorating. Only YOUNG BROTHERS ovens provide *all* these advantages:

FASTER PRODUCTION

Larger volume of heat at loading zone reduces drying time. Sheets are at baking temperature within two minutes after entering oven.

SAVINGS IN MATERIALS

Extremely high degree of uniformity of air distribution eliminates rejects due to improper drying and baking.

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Compact, "streamlined" design requires a minimum of floor space and ceiling height. Easier to install and allows more free working area.

MAXIMUM FUEL SAVINGS

Efficient heating system saves 30% to 40% on fuel costs. No external heaters or duct work required, thus eliminating heat radiation losses.

For better finished products in less time and at lower cost, investigate the exclusive advantages of a Young Brothers Metal Decorating Oven. For full details, write for your FREE copy of our Bulletin 7-L today!



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YOUNG BROTHERS COMPANY

1839 COLUMBUS ROAD CLEVELAND 13, OHIO Established 1896



Officials of the Metal Decorators organization. Seated, L. to R.—George A. Frank, Jr., Sheet Metal Coating & Litho Co., Baltimore, secretary-treasurer; William Kerlin, Tin Plate Lithographing Co., Brooklyn, president; and Donaldson Brown, Donaldson Art Sign Co., Covington, Ky., vice president. Standing are NAMD directors: E. R. Byers, Hollingshead Corp., Camden, N. J.; Earl Gray, Caspers Tin Plate Co., Chicago; Irving J. Koehnline, Wheeling W. Va.; and Winslow H. Parker, Parker Metal Decorating Co., Baltimore. Three other directors are not shown.

Metal Decorators Meet, Re-elect Kerlin

THE National Metal Decorators Association, Inc., at their annual convention in Chicago, Sept. 18 to 20, re-elected William Kerlin, of Tin Plate Litho Co., Brooklyn, N. Y., to a second term as president. Donaldson Brown, of Donaldson Art Sign Co., Covington, Ky., who has served as secretary-treasurer the past year, was advanced to the vice president's post and George A. Frank, Jr., of The Sheet Metal Coating and Litho Co., Baltimore, Md., was chosen new secretary-treasurer.

Directors elected included: Earl Gray, Caspers Tin Plate Co., Chicago; W. H. Parker, Parker Metal Decorating Co., Baltimore; E. R. Byers, Hollingshead Corp., Camden, N. J.; Harold Jensen, Heekin Can Co., Cincinnati; Harry G. Kammerer, Pittsburgh Metal Litho Co., Inc., Cannonsburg, Pa.; I. J. Koehnline, Wheeling Steel Corp., Wheeling, W. Va.; Neal Rader, The Texas Co., Port Arthur, Tex.

Industry problems were discussed in round table sessions closed to the press. Program speakers included the following: John K. Rasmussen, of American Can Co., who discussed "Research and Development;" Fred L. Heath of the Chicago consulting company bearing his name, whose topic was "The Engineer's Approach to Cost Reduction;" Wm. M. Leitner, Caspers Tin Plate Co., Chicago, talking on "Cost Factors in the Metal Decorating Industry;" Ed. Steinwedel, Crown Cork and Seal Co., Baltimore, who discussed "Safety in Metal Decorating Operations;" and Barney Smith of Carnegie-Illinois Steel Corp., Chicago, who surveyed the steel supply and related problems.

On the social side, two receptions were on the program, sponsored by supply firms. R. Hoe & Co. held its annual cocktail party on Monday evening at the Illinois Athletic Club, and the following evening Wagner Litho Machinery Div. held one in the Tower Room at the Stevens. This preceded the annual banquet at the Stevens. The banquet program included an ice show and other entertainment. Other supply firms held open house in various hotel suites throughout the convention.

An excellent attendance record was reported at the meeting by Secretary Brown. Some 155 persons enjoyed the dinner at the Stevens Hotel on Sept. 19 and another feature of the meeting was the trip by chartered bus to the Graphic Arts Exposition in the International Amphitheatre. Houston Tex., was tentatively proposed as next year's convention city, but definite decision will await the outcome of a mail vote to be taken later, it was announced.★★

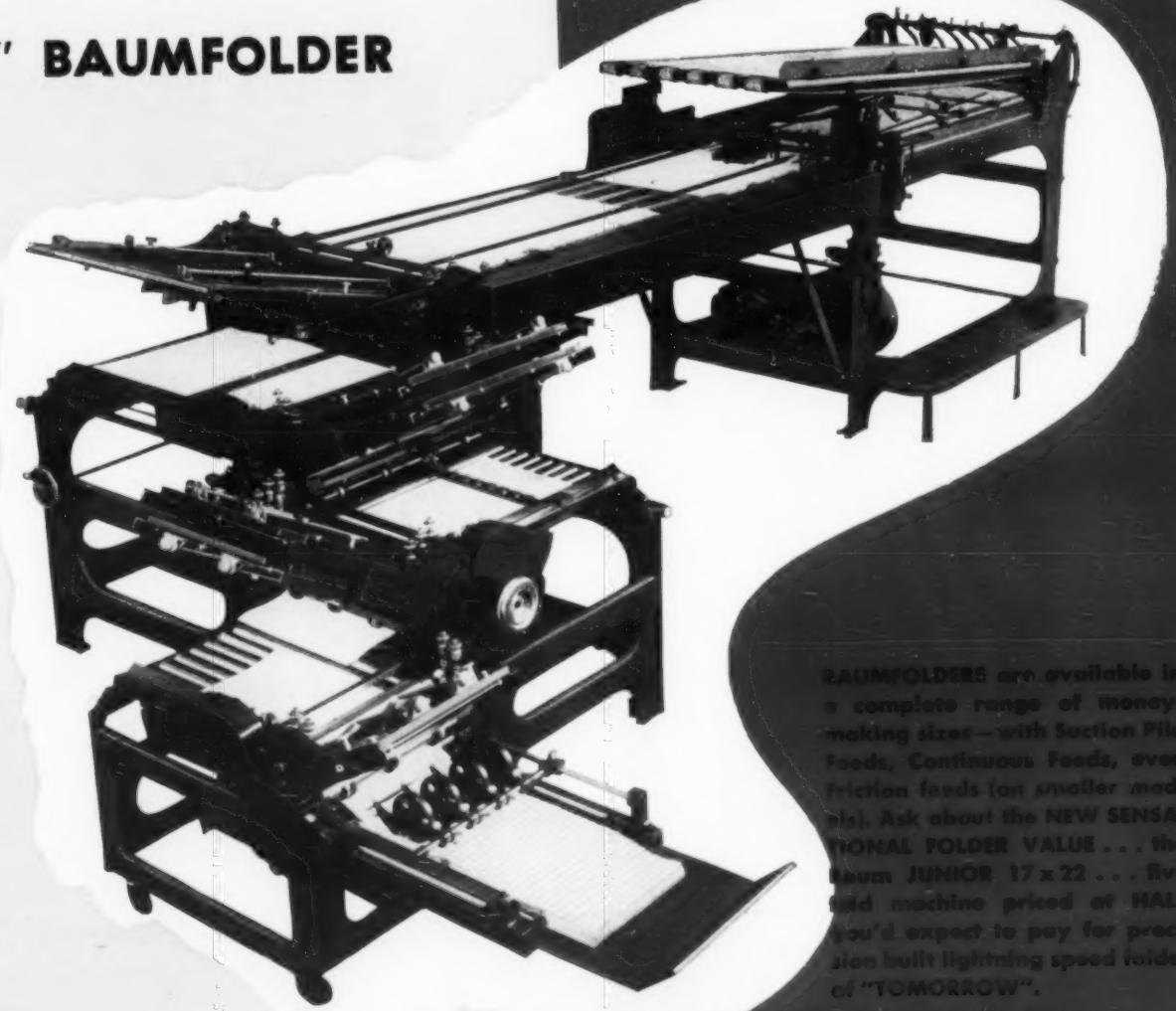
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World's Finest
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Most Versatile

A real profit-maker—the most versatile precision-built life-time heavy-duty folder ever designed.

Four parallel folds, then
five parallels at right
angles, then
four parallel folds at right
angles, then
two parallel folds

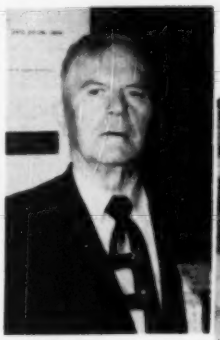
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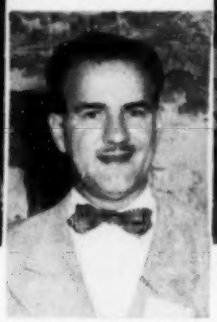
BAUMFOLDERS are available in a complete range of money-making sizes—with Suction Pile Feeds, Continuous Feeds, even friction feeds (on smaller models). Ask about the NEW SENSATIONAL FOLDER VALUE . . . the Baum JUNIOR 17 x 22 . . . five fold machine priced at HALF you'd expect to pay for precision built lightning speed folder of "TOMORROW".

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Gordon T. Holmquist

TECHNICAL and business sessions, integrated with the Graphic Arts Exposition, rounded out the biggest Craftsmen's convention on record, when 1397 persons registered for the four-day annual affair in the Stevens Hotel, Chicago, September 10-13. For lithographers, the highlight of the program was the offset clinic, featuring a presentation of latest developments from the Time Inc. laboratories, and a panel discussion by four technical leaders of the lithographic industry.

Fred C. Baillie, Rotaprint Co. of Canada, Ottawa, former first vice president, was elected president. Others moving up a step among the three vice presidencies, were J. Homer Winkler, Battelle Memorial Institute, Columbus, Ohio, now first vice president; Gordon T. Holmquist, Cole-Holmquist, Inc., Los Angeles, second vice president; and Howard N. King, The Maple Press, York, Pa., new third vice president. Albert Kolb, Marine Trust Co., Buffalo, is the new treasurer, succeeding Edward T. Samuel, Cleveland. Past president is Russell J. Hogan, Wilson H. Lee Co., New Haven, Conn. Gradie Oakes, Process Color Plate Co., Chicago, was general convention chairman, and Roy J. Kirby, president of the Chicago Club, was co-chairman.

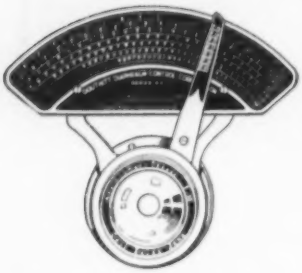
Convention opening ceremonies began Sunday evening, September 10, with introduction of Mr. Kirby, head of the host club, Mr. Hogan, retiring president of the International Assn. of Printing House Craftsmen, A. E. Giegengack, president of National Graphic Arts Expositions, Inc., Mr. Winkler, John J. Deviny, Public Printer of the U. S., and Mrs. Don E. Crews, general chairman of the ladies program, and Mrs. Jack L. Hagen, co-chairman. A reception "hospitality hour" was held following this session.

The Monday morning session was held at the Stock Yard Inn, adjoining the Graphic Arts Exposition, which was some distance from the Stevens Hotel. Public Printer Deviny discussed the present situation in the Government Printing Office, Washington, and outlined some of the plans for procurement if the present emergency continues. "Business as usual", with priority going to customers, ahead of war needs, will not be the case this time as it was in some areas in World War II, he said. It will require all-out cooperation with war printing at the top of the list, he indicated. He said that GPO plans no further expansion, but will contract all its surplus work to commercial printing plants. However, new facilities may be needed for paper storage to replace present space which may be lost to other agencies, he said. Also new web presses for producing the *Congressional Record* will be added to replace worn out equipment.

He urged those present to "get every piece of equipment you have in first-class running order. It might have to run a long time during an emergency before it will be easy to get new parts." He also urged the refinement of plant organizations so that the loss of a few key men would not cripple production. He warned against panic buying, but urged constructive thinking on substitute materials and methods in case of shortages.

Lester S. Crowl, president of The Blade Printing and Paper Co., Toledo, Ohio, speaking on "A Challenge to Craftsmen", said that the challenge today lies in the necessity for increasing quality and reducing costs. The supervisory men in the plant should view their work as an important link between employees and management, and keep in mind that the basic objectives on both sides are the same. He emphasized the opportunity which exists in a craftsmen's work to exercise skill, ability and technical know-how all the time, and contrasted this with other types of monotonous production line work.

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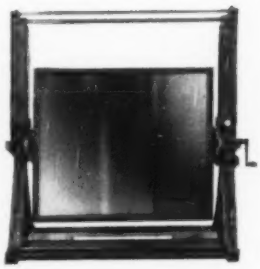
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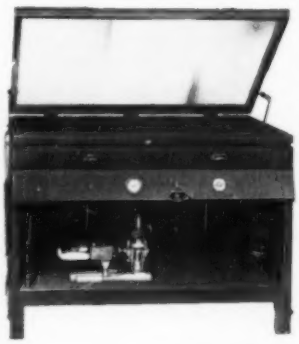
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OFFSET CLINIC. Members of the question panel for the Craftsmen's Offset Clinic, are, L. to R. Michael H. Bruno, moderator, Thomas P. Mahoney, clinic chairman, Frank Preucil, Robert F. Reed, and G. L. Erikson



The above group presented Time's new developments. L. to R. seated: Vincent C. Hall, William H. Webber. Standing: T. A. Dadisman, Joseph Chanko, Conde-Nast Press, (another speaker), Charles F. Geese, and Charles G. Barker.

Russell H. Herrell, assistant to the president of the National Graphic Arts Exposition, outlined highlights of the big exposition. Craftsmen gathered for a buffet luncheon in the Saddle and Sirloin Club at the Inn, and this was followed by the opening ceremonies of the exposition, held outside the main entrance. The exposition doors were thrown open at 2:30 p.m. and Craftsmen's badges were much in evidence over the three acres of exhibits until closing time at 10 p.m.

The offset clinic, held at the Stevens Tuesday morning, consisted of two parts. The first was staged by Printing Developments, Inc., a subsidiary of Time Inc., and detailed information was given on the Lithure bi-metal offset plate, and the Time-Eastman electronic scanner. William H. Webber, president of Printing Developments, said that Time is spending a million dollars a year in graphic arts research to assist in developing improved reproduction and better methods. "How will this affect the craftsman?" he asked. "Graphic arts research will enable you to do a better job; it will increase job opportunities and will create many new jobs. It is lack of progress which destroys industries and jobs. The thing to fear is failure to move ahead", Mr. Webber declared.

Charles F. Geese, special consultant, followed with a discussion of the Lithure plate. It has a copper image and a chromium non-image area. It will carry halftones up to 300 line screen, and one plate was "well into its six millionth impression" on a metal decorating job when it was damaged by a piece of metal going through the press, he reported. Plate wear is practically impossible, he said, and the plates require far less water than ordinary plates. The new plates, now coming into wider use, offer stability, and will increase the use of web offset, he asserted.

Thoburn A. Dadisman, vice president and sales manager, Printing Developments, discussed plans for marketing the plate, and called attention to its use in the covers and color reproduction in *Popular Photography* in Chicago.

Vincent C. Hall, consultant, described how the color scanner produces four-color negative separations, automatically masked and corrected, from a color transparency original. Negatives are produced same size in either 250 lines to the inch or 500 lines. These can then be enlarged to coarser screen rulings. The devices are used regularly for color work in *Life* and other Time publications, and negatives are suitable for reproduction by lithography. (The scanner was described in some detail in *Modern Lithography*, May 1950, and the first example of scanned color reproduction work to appear in a graphic arts magazine appeared as an insert with the article.)

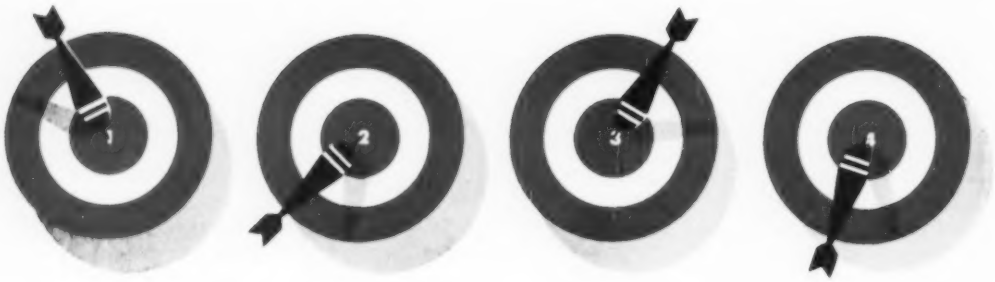
Charles G. Barkley, sales manager, Color Scanner Program, concluded this part of the program with an interpretation of what the scanner will do in the graphic arts. "The full utilization of electronic color separation results in two fundamental gains", he said, "a definite improvement in quality, and the smoothing out of many production problems." He pointed out that the scanner enables photoengravers and lithographers to concentrate on etching and finishing a balanced set of negatives for a superior finished job, instead of correcting for reproduction which starts off from an inadequate set of negatives in the first place. A demonstration shop has been set up in New York to provide the industry with scanned separations until the time when plants can install their own equipment, he revealed.

The second part of the offset clinic comprised a panel which handled questions from the floor. Michael H. Bruno, research manager, Lithographic Technical Foundation, was chairman, and other members were Robert F. Reed, LTF research consultant, Frank Preucil, Gerlach-Barklow Co., Joliet, Ill., and G. L. Erikson, Braden-Sutphin Ink Co., Cleveland.

Further discussion of the scanner

(*Continued on Page* 111)

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TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

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Photography and Correction

***Electronic Scanners for Color Correction.** Frank Preucil. *National Lithographer* 57, No. 7, July, 1950, Pages 34, 55 and 66 (3 pages). The electronic scanner developed by the Interchemical Corporation is capable of producing not only corrected continuous tone color separation negatives but also halftones with a different angle for each color. Color correction for any set of inks is obtained by setting the potentiometers of the blocking circuit according to tristimulus readings taken from the inks. The electronic circuit is designed as a mathematical computer based on three simultaneous equations described by Hans Neugebauer of Germany. By continuously solving these equations at a rate greater than 1000 times per second the scanning operation is accomplished.

***Electronic Scanners for Color Correction.** Frank Preucil. *National Lithographer* 57, No. 8, August, 1950, Pages 28 and 29 (2 pages). An electronic scanner using a rotating mirror principle has been developed. A mirror mounted on three axes scans a transparency illuminated by a beam spot. The image is formed by a lens. Color correction is accomplished by increasing or decreasing the intensity of the exposure beam. Two separate photocells provide contrast control. A yellow color balancing filter is put over the tone control cell and a potentiometer adjustment gives desired brightness range. To permit developing all the separation negatives at the same time the contrast control setting of the blue filtered yellow separation is diminished to give the compensating contrast.

***Highlight Halftones.** Herbert P. Paschel. *Modern Lithography* 18, No. 7, July, 1950, Pages 30-33 and 85, 87 (6 pages). Because the highlight tone area suffers most in lithographic reproduction, special treatments are sometimes necessary to improve them. Such treatments are roughly classified into three types; photographic procedures, special copy preparation, and highlight screen methods. In treating halftone negatives photographically in the highlight areas exposure is critical and therefore should be determined accurately. Special stops have been designed to aid in improving the highlight tonal areas of halftone negatives. As a rule these stops are of the off-center variety which enables the light to pass through the screen openings at an angle adding a veil or fog over the highlight. Shifting of the halftone screen allows light to impinge on areas not previously exposed. This affects the highlight areas in such a way as to yield a highlight negative. An indirect method of improving the highlight area is to produce a continuous tone negative with dense highlights and then produce a halftone positive from it. The character of the copy determines the success of such methods.

***Infrared—How It Is Used In Reproducing Colored Copy.** David O. Johnson. *Modern Lithography* 18, No. 7, July, 1950, Pages 34-35 and 87, 89 (4 pages). The black-printer negative of a set of color separation negatives usually requires more correction than the others. By using an infrared sensitive plate a good black printer can be produced from oil or water color copy. Infrared plates cannot be used with color transparencies or dye color prints because no tone rendering is possible. In combination with a Wratten 88A filter the infrared plate produces a black printer negative which reproduces only the black or densest areas. Colored filters can be used with infrared sensitive plate in much the same manner as with other photographic materials.

***Chroma-Graph Color Separations Achieved by Minimum of Hand Work.** Joseph Brauer. *Printing Magazine* 74, No. 8, August, 1950, Pages 65 and 66 (2 pages). The Chroma-Graph Process is the method of making color separations using high contrast plates coupled with long tone scale and developed in a dye-alkali developer. Because big highlights do not require opaquing and there is less tonal correction, hand work is reduced. Color correction is accomplished by using a high contrast or the booster mask developed in the special dye-coupler solution. Although the process is different from orthodox color separation it can be performed by any good color separation photographer in a short time.

Planographic Printing Processes

***The Effect of Moisture on Plates.** A. G. Arend. *Modern Lithographer and Offset Printer* 46, No. 6, June, 1950, Pages 115-16 (2 pages). Methods are prescribed for washing out of litho plates, and putting a water insoluble film over the gum and image. Methods also are described in detail for the removal of these films prior to printing on the press.

***Relative Humidity.** *Graphic Arts Monthly* 22, No. 7, July, 1950, Pages 65, 66 and 96 (3 pages). Relative humidity has a pronounced effect on the light sensitivity of a bichromated colloid type of coating. Relative humidity must be measured, and the measurement must be made as close as possible to where the plate is being made. A slight change in atmospheric temperature will give a great change in relative humidity.

***Gumming Information.** *Graphic Arts Monthly* 22, No. 7, July, 1950, Pages 74, 76 and 78 (3 pages). The formula for a cellulose gum etching solution and detailed instructions for its application are presented. The role of citric acid in deep etch platemaking is discussed, and it is pointed out that no acids should be used unless the stencil adheres so strongly that they are required to clear the plate. The merits of fresh vs. green etch are also discussed and compared.

***Be Careful with Deep-Etch Lacquer.** *Graphic Arts Monthly* 22, No. 7, July, 1950, Pages 80 and 82 (2 pages). When applying lacquer to a deep etch plate, one must first be certain that the plate is dry and clean, and second, apply just enough to get complete coverage, rub it down smooth, and apply the developing ink immediately.

***Humidity Problems Controlled in New Albumin Plate Technique.** L. Perry. *Graphic Arts Monthly* 22, No. 8, August, 1950, Pages 144, 46, 48, 50 and 52 (5 pages). A report on the "Bronztone" process. Included are detailed albumin platemaking procedures, which if followed should give trouble free, year round albumin plates. Instructions given cover: (a) Pretreatment or counteretching, (b) Sensitizing, (c) Exposure and development, (d) Desensitizing the non-image. "Bronztone" is applied as a pretreatment, and consists of immersing the plate in a solution which deposits a thin brownish film of high wettability. Claims made for "Bronztone" are; thinner coatings, slower staling, easier development, and better desensitization.

(*Continued on Page* 129)

TECHNICAL SECTION

The Technical Section, a regular feature of "Modern Lithography," is omitted this month because of the large amount of space required for the various convention reports. It will be resumed in November.

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THROUGH THE GLASS

CHICAGO SIDELIGHTS

AT this writing we have just begun to get rested up after the gamut of conventions and the big exposition in Chicago. It was collosal, plus Hollywood superlatives, and our feet hurt.

Our various reporters who allegedly were on hand at the many events, gathered many notes, which appear as straight-forward reports elsewhere in this issue. They also wrote down a lot of stuff which we frankly don't know what to do with. So here it is.

ml

At the LNA convention a man was heard congratulating one of the speakers on the excellent address he delivered. Everything was fine except that he hadn't yet delivered the address. It was to be given the next day.

ml

Harry Porter was showing a relic of a by-gone LNA meeting in White Sulphur Springs. It was a yellow copy of the weekly newspaper White Sulphur Sentinel **for June 2, 1931. It was gotten out as an LNA special. Mr. Porter, Guy Martin and the late Jack Valiant got it out, actually setting the type themselves, as well as running the ancient press. It announced the first President's reception, which is now a yearly event. Among the advertisements was spotted "Prime Rib Beef, 25¢ per pound." Unquote.**

ml

Ed Wadewitz distributed complimentary Canasta sets to all ladies attending the LNA banquet.

ml

To cover so many conventions we had to carry a schedule, a calendar, an alarm clock, and spirits of ammonia.

ml

At the exposition, A. F. Lewis & Co. had sun-helmeted page boys equipped with walkie-talkies all over the place. They were in constant communication with headquarters by radio-telephone and assisted in locating people and delivering messages.

ml

Ohio Knife Co. offered free Cokes at their exhibit. If everybody at the exposition stopped for one, that would be 200,000 empties. Wonder where they put them.

Consolidated Photoengravers and Litho Equipment had an exhibit directly opposite a flock of telephone booths. Everybody was looking for nickels, and nobody had any change. So Consolidated set out two fish bowls, one full of nickels and the other for coins and bills which people wanted changed. "Consolidated always gives you your money's worth," was the gimmick line.

ml

The Kane Service cops, stationed at every entrance, window, exit, air shaft, and loop hole, did a good job of keeping everybody going through the proper gates like law-abiding citizens. We almost missed our train trying to get our camera out the gate without a special pass.

ml

A man in Montana recently received 6,000 identical letters informing him that his subscription to a national magazine had expired. After recovering from such an unprecedented mail delivery, he notified the publisher of his overanxiety to get the subscription renewed. It developed that the automatic machine which addresses and inserts the letters had jammed up, and addressed a few mailbags-full to the same place. The story was told by C. Howard Thomas of National Publishing Co., Philadelphia, at the PIA convention.

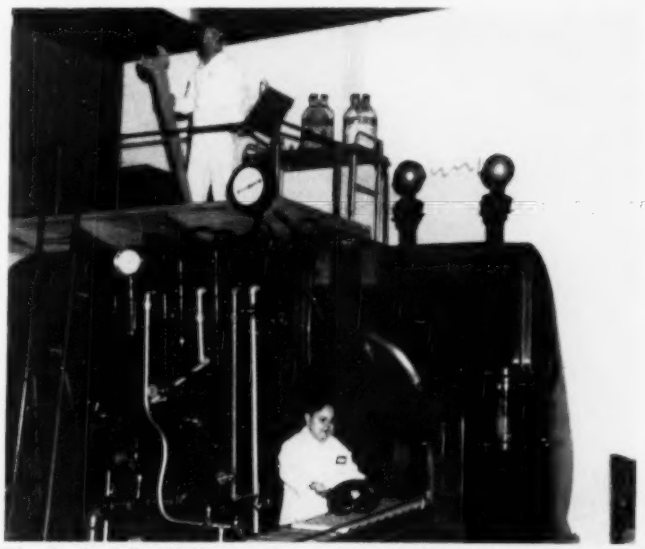
ml

That the Big Chicago show attracted world wide attention was strikingly indicated by the visitors who stopped at "Modern Lithography's" booth. Among others who called were Giuseppi Arbitrio, Rome, Italy; George S. Azar, Beirut, Lebanon; A. M. Bittencourt, Rio de Janeiro, Brazil; M. M. Sumner, Windsor, Ont. Can.; Leo Klag, Montreal, Can.; Kazuo Isaka, Toyko, Japan; Birger Hefler, Oslo, Norway; B. C. Hwang, Manila, P. I.; Erik O. Corkett, London, Eng.; Alex W. Dexton, of the British Counsulate in Chicago; Charles Markwick, Manchester, Eng.; A. F. Gygax, Berne, Switzerland, L. L. Boyd, Salisbury, So. Rhodesia, So. Africa.

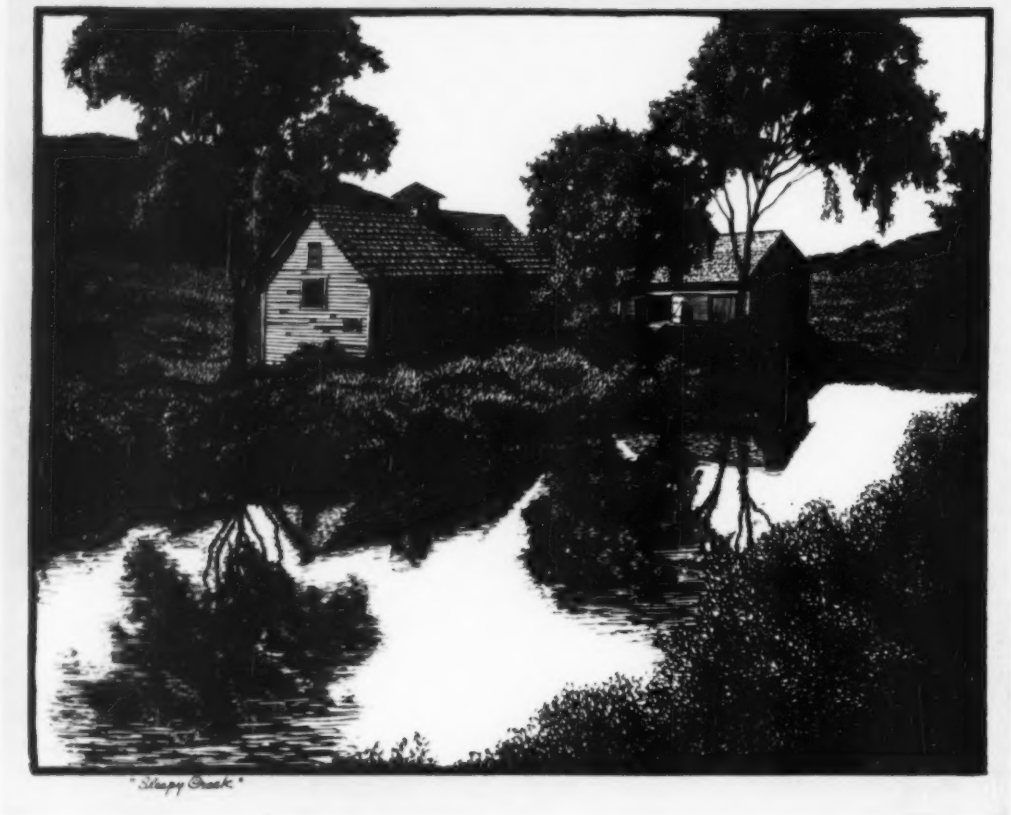
Other countries represented in the throngs roaming the exposition aisles included Sweden, which had one delegation of 25 printers present. Also France, Holland, Belgium, Denmark, Israel, China, Cuba, Mexico and other Latin American countries, Australia and New Zealand.

At the Craftsmen's convention 269 Canadians from ten clubs were registered. And at the American Type Found-

(Continued on Page 127)



The Atomic Roller Making machine, at the Samuel Bingham's Son Mfg. Co. exhibit, was one of the highlights of action at the Show. Every half hour two midgets demonstrated roller making. Electrical switches were thrown, old rubber boots, scrap iron and debris were tossed into the big maw, motors whined, lightning zigged and zagged through neon tubes, dials twirled, and cacophony broke loose as the little men filled orders for rollers. The machine heaved and groaned, and down the delivery shoot would slide a roller tied in a knot, or in some equally surprising condition. There was a good crowd at every performance.



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NEWS ABOUT THE TRADE

Meyercord Enters Label Field

Formation of a new division for the manufacture and sale of canned food labels was announced by The Meyercord Co., Chicago, designer and manufacturer of decalcomania. General Manager of the new Label Division is E. S. McClure who has been associated with the Muirson Label Co., Inc., Peoria, Ill., for 18 years, and in charge of the Chicago Regional Sales Office for the past 12 years. Previously he was with Logan Printing Co., Peoria, Ill., as sales representative.

Manufacturing will be under the supervision of John J. Klinker Jr., who has been associated with the Kane Advertising Agency, for the past four years as service and media director. Prior to this he was with the Muirson Label Co., for 12 years.

•

Plan Big Reynolds Expansion

A $400,000 expansion program at the plants of Reynolds & Reynolds Co., Dayton, Ohio, lithographers, systems manufacturers, and printers, has been announced by Richard H. Grant, Jr., president of the firm. He said the expansion is caused by the rapidly increasing sales volume of the last several months. Recently the firm engaged 15 new salesmen and the higher business volume from their efforts is going to be felt in the production facilities, Mr. Grant said.

A one-story, 130-foot long building with 12,000 square feet of floor area will be built along Germantown St. in Dayton. The building will be erected between the present plant and the warehouse and will connect these two structures.

Equipment to be installed will include three offset presses, one two-color press, three new letterpress units and one four-web manifolding unit.

In nearby Celina, Ohio, a 19,000-square-foot addition to the present Reynolds plant will be erected and new equipment added.

A new building with 24,000 square feet of space is being purchased in Los Angeles, together with new equipment. It will replace the present building now being used by the Dayton company, which was burned out several months ago.

A new office and display building in the northwest section of Detroit, near the automotive plants, large users of Reynolds products, also will be erected by the Reynolds company.

According to Mr. Grant, the firm now is working at full capacity and five outside plants are doing part of its work on a contract basis. Part of that contract work was the result of the Los Angeles fire, he said.

Construction work is expected to start immediately.

Semtner Heads Okla. Assn.

B. L. Semtner, Jr. was elected president of the Printing Industry of Oklahoma City recently, succeeding Frank LePage who moved his business to Tulsa. Oklahoma commercial printers and lithographers, currently are opposing the enlargement of the state printing facilities. A suit has been filed in district court listing 51 firms as plaintiffs.

•

Heads Dayton Assn.

Kenneth P. Morse, executive vice president and general manager of the Standard Register Co., Dayton, Ohio, has been nominated president of the Dayton Printing Industry Association. He will succeed John N. Taylor, president of the Dayton Typographic Service, who has served in that capacity the past year.

Natl. Production Authority Issues Priority Order

Orders for work done for the Department of Defense or for the Atomic Energy Commission, designated as "DO" (Defense Order) will have priority over all other work in industry plants, under a war order effective October 3, issued by the National Production Authority. A DO order will override all other orders in any given plant, and its mandatory provisions will carry through from the original contractor to sub-contractors and suppliers who are obligated to recognize its standing.

Orders carrying the DO stamp must be accepted and filled, the only exceptions being when other DO work is already in production. It was said that the intention is to apply the rating regulations to direct defense and atomic energy procurement. It establishes a single rating with no degree of rating within it. Ratings will be issued by the procurement services of the Defense Department and the AEC. Requests for rating of an order must be directed to the contracting officers of those departments.

THE war situation in Korea is affecting the lithographing industry through increasing activity in the paper market, increasing needs of the government for lithography, tightening up of manpower, and the promulgation of various war controls on industry by various government agencies.

Partial mobilization is requiring more pamphlets, contracts, instruction manuals, and military publications including maps. The GPO has increased its paper requirements by 25 million tons since the outbreak of the conflict. The GPO, however, will not expand its production facilities, according to Public Printer John J. Deviny, but will contract for its surplus needs to the commercial printing industry. Paper is becoming more of a problem with mills and merchants allocating the supply.

War controls will be vested in permanent government departments. In World War II, these emergency powers were handled through emer-

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MANUFACTURERS OF **DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS**

gency agencies. At present, under the Defense Production Act of 1950, priorities, allocations, and inventory controls will be handled by the Department of Commerce. A National Production Authority has been established for that purpose in the Department, under the direction of William H. Harrison, president of International Telephone & Telegraph Corp.

The Economic Stabilization Agency will administer present voluntary price and wage provisions of the Act. Credit curtailments are under the direction of the Federal Reserve Board.

Records of prices and costs are required to be kept by businesses for the base period of May 24 to June 24, 1950.

Manpower regulations will be handled by the Department of Labor, and other emergency regulations will be administered by other departments.

Graphic arts associations are providing information to their members on the many sources of government printing contracts, and the Printing Industry of America has published a "Manual and Directory on Government Procurement of Printing from Commercial Sources," in response to requests of its members for information.

The PIA summarized five classifications of government printing as follows:

I. Printing procured from commercial sources by the Government Printing Office.
To get on the GPO's eligible list for this work, ask the Director of Purchases, U. S. Government Printing Office, Washington 25, D. C., for a questionnaire (form #2524). Fill it out and return it to GPO. Plants which have no presses that will take a sheet 32 x 42 inches (the minimum size paper usually furnished by GPO are advised to seek government printing under classification II.

II. Contract Field Printing.
Jobs in this classification are let by Government field printing plants. When applying to the field printing plants be sure to give the purchasing officer a description of your plant and facilities and ask to be put on the list of printers whom he will invite to bid on printing he wants to procure from commercial sources.

III. Waiver Printing.
In this classification are jobs procured directly by military agencies, as a result of waivers granted to the agencies by GPO. Here again, give the agencies all pertinent information about your plant and facilities. Waiver jobs must be figured on a firm cost basis because they are subject to audit.

IV. Classified Printing.
Work in this classification must be handled under strict security control. Before applying for such work, consider some of the requirements you will have to meet if you get it: rigid plant examination by a Government security officer, thorough investigation of all employees, possible remodeling or renovating your plant to provide for better inspection and control of work, wearing of badges by employees and admission to the plant of authorized persons only. A strict sheet count of work will be necessary and all waste will have to be burned under the supervision of an armed guard.

V. Defense Contract Printing.
This is not, strictly speaking, Government printing. It is related to the defense program, but is procured by prime contractors for Government work from commercial printing companies. An example: if a prime contractor, such as General Motors, gets a procurement contract to build tanks, one component of the contract might be training or maintenance manuals which the prime contractor may subcontract to a commercial printer. The Department of Commerce has set up a program to keep business men informed on the awarding of prime contracts by weekly publication of many military prime contracts in excess of $25,000. The Department also publishes a daily "Synopsis of Proposed Procurement" for 55 military offices and the General Services Administration. To get these publications, call *in person* at: 314 U. S. Appraisers Stores Building, 103 South Gay Street, Baltimore, John Weber, District Manager.

In applying for jobs to the various Government offices, PIA suggests you stick to a statement of the facts about your plant and facilities. Don't include a "sales talk." Also, restrict your efforts to the applications—duplicating personal calls on the various agencies will not help your cause along and may cause delay in the processing of the applications.

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Joins Anderson Photo

Allan Siefert has been added to the staff of the Anderson Photo Color Co., Cincinnati, as an artist.

Milwaukee Holds Exhibit

Milwaukee's second annual graphic arts exhibition was to be held Oct. 9-29 at the Milwaukee Art Institute, it was announced by the Graphic Arts Guild. More than 50 Milwaukee firms were to display products in the fields of direct mail advertising, space advertising, display and packaging. The judges were Eugene M. Ettenberg, manager of the Gallery Press, New York; John H. Willmarth, vice-president of Earl Ludgin and Co. Chicago advertising firm, and Walter L. Howe, design and typegraphy director, R. R. Donnelley and Sons Co., Chicago.

Heading the arrangements group were Emil Schmidt, president of the E. F. Schmidt Co., and president of the Graphic Arts Guild, and Rev. Des Jardins, chairman of the exhibition committee.

The exhibition was to include displays of some of the mechanical equipment involved in graphic arts production, as well as a wide range of finished lithographed and letterpress printed products. The techniques of engraving, electrotyping, lithographing and typesetting were to be shown.

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Coast Firms Add Presses

Several installations of Harris offset presses have been announced on the West Coast. These include a 22 x 34" at Creative Lithograph Co., Berkeley, Calif.; a two-color 22 x 34" at Jefferies Bank Note Co., Los Angeles; a 35 x 45" single-color at Wright Lithograph Co., Los Angeles; and a 17 x 22" at Irwin-Hodson Co., Portland, Ore.



New Cline Chicago Plant

On November 1st the Cline Electric Mfg. Co. is to combine its various Chicago operating units and its general offices in this building at 3405 West 47th St., Chicago. This new plant provides floor space of 120,000 square feet, space for the general offices on the second floor, and additional area for expansion.



Nicholson Martell



Schoultz Woodbury

Four Join Paper Mfrs.

Paper Mfrs. Co., Philadelphia manufacturers of gummed paper, announced the appointment of four representatives. George Nicholson, with headquarters in San Francisco, will cover the Coast north of Bakersfield. Robert Martell will cover the southern Coast region out of Burbank, Calif. Richard E. Schoultz, with offices in Cleveland, will cover a large neighboring area; and John Woodbury, working out of home office, will handle special accounts in New York, Baltimore and Washington. In addition, the company announced that Frank Coar, Jr. is now the resident representative in the South, with headquarters in Atlanta.

Fisk Joins McCandlish

The McCandlish Lithograph Corp., Philadelphia, was host to advertisers, agency men and outdoor media representatives at Chicago's Sheraton Hotel last month, marking the formal announcement of the appointment of Herbert E. Fisk as McCandlish representative. Mr. Fisk is covering Chicago, Detroit, Milwaukee and St. Louis areas. He formerly was vice executive president of the Outdoor Advertising Assn. The McCandlish Chicago office is at 122 S. Michigan Ave.

The company specializes in 24-sheet posters, and is equipped for both lithography and silk screen work. H. A. Speckman, McCandlish vice president and sales manager, made the announcement.

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Litho Classes Held

Educational courses sponsored by the Graphic Arts Association of Illinois were under way in Chicago Sept. 18, with full registration in each of the five subjects offered. Offset estimating classes meet on Wednesday evenings for 16 sessions, with Wayne Adams of Magill-Weinsheimer Co., and Andrew J. Farr of the Association staff as instructors. The paper selection course meets on Friday evenings for 16 sessions, under "Doc" O. H. Runyan of the Association, assisted from time to time by visiting specialists in the paper field. A course in selling printing is offered on Tuesday evenings with John B. Mannion, advertising manager, Austenol Labs, Inc., as instructor. Cost finding and budgeting is presented for 20 sessions on Thursday afternoons, with instructors drawn from the J. W. North & Co. public accounting firm. Monday and Thursday evenings the letterpress estimating classes meet under Arthur A. Stuebe, production manager, Cuneo Press. All classes are held in rooms in the Rand McNally Building.

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Chicago Firm Expands

Chief Printing Co., formerly located at 6911 S. Chicago Ave., Chicago, recently obtained 114,000 square feet of floor space at 3641 S. Iron St., where operations are being moved. About 25,000 square feet of space were utilized at the old location. A new Miehle two-color 61" offset press is being added, to supplement other presses which include a Harris 35 x 45", and an E. B. Co. 22 x 34." New platemaking equipment, two new Lawson cutters, and a new Miehle 29" letterpress, also are being added.

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Pfister Joins Hankel Co.

Eugene Pfister, former sales executive with Magill-Weinsheimer Co., Chicago has become associated with the 61-year old Hankel Printing Co., whose firm name has been changed to the Hankel-Pfister Printing Co. Both letterpress and lithographing facilities are operated.

Plan Chicago Printing Week

Plans for observance of Printing Week in Chicago, Jan. 15 to 20, 1951, were started last month, by a 10-man committee appointed by Pres. Paul Clovis of the Graphic Arts Association of Illinois, with Hugh S. Bowles of Sheldon Printing Corp., and vice president of the association, as chairman.

Guiding their activities is a report prepared earlier by the same committee which clarifies the objectives of the annual affair in Chicago. It was a mistake, this report asserts, to tie in past Printing Week celebrations with the Franklin banquet of the Old Time Printers Association. While this event should be a part of Printing Week, it should be run on its own merits rather than as the main attraction, the committee declared.

Printing Week offers opportunity to feature the importance of the printing industry, the report points out, but it suggests that rather than publizing the industry to the general public, it should rather place emphasis on customers and buyers of printing. This should also be done from a long range viewpoint, it is suggested, rather than as a year-to-year proposition.

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Silk Screen Assn. Elects

Herbert O. Sperry, president of Color Process Co., Inc., Philadelphia, was elected president of the Screen Process Printing Association, International, at the annual meeting of the board of directors on Saturday, September 16 in Chicago. The association's convention will be held in Cincinnati October 22-25. Attendance at this convention is expected to exceed 3000 people.

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Offsets U. S. Golf Program

The official program booklet for the Fiftieth Amateur Golf Championship of the United States Golf Assn. was lithographed by Paul Foss Printing & Lithography Inc., Minneapolis. The booklet, 8½ x 11", contains 48 pages in black and white on fancy finish stock, much of the copy being halftone work. The covers are on coated stock in two colors.



Lithographed in 4 colors

WARREN'S

Lithographic Papers

Cumberland Offset · Offset Enamel · Overprint Label C1S

Leading

PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

Albany, N. Y.	Hudson Valley Paper Company
Atlanta, Ga.	Sloan Paper Company
Baltimore, Md.	The Barton, Duer & Koch Paper Co.
Bangor, Me.	Brown & White Paper Company
Baton Rouge, La.	Louisiana Paper Company, Ltd.
Birmingham, Ala.	Sloan Paper Company
Boise, Idaho	Zellerbach Paper Company
Boston, Mass.	Storrs & Bement Company
Buffalo, N. Y.	The Alling & Cory Company
Champaign, Ill.	Crescent Paper Company
Charlotte, N. C.	Caskie Paper Company, Inc. Virginia Paper Company, Inc.
Chattanooga, Tenn.	Southern Paper Company
Chicago, Ill.	Chicago Paper Company McIntosh Paper Company
Cincinnati, Ohio	The Diem & Wing Paper Co.
Cleveland, Ohio	The Petrequin Paper Company The Alling & Cory Company
Columbus, Ohio	The Cincinnati Cordage & Paper Co.
Concord, N. H.	C. M. Rice Paper Company
Dallas, Texas	Olmsted-Kirk Company
Dayton, Ohio	Hull Paper Company
Denver, Colo.	Carpenter Paper Co.
Des Moines, Iowa	Western Newspaper Union Newhouse Paper Company
Detroit, Mich.	Seaman-Patrick Paper Company
Dubuque, Iowa	Newhouse Paper Company
Eugene, Ore.	Zellerbach Paper Company
Fargo, N. D.	The John Leslie Paper Company
Fort Worth, Texas	Olmsted-Kirk Company
Fresno, Cal.	Zellerbach Paper Company
Grand Rapids, Mich.	Quimby-Kain Paper Company
Great Falls, Mont.	The John Leslie Paper Company
Harrisburg, Pa.	The Alling & Cory Company
Hartford, Conn.	Henry Lindenmeyer & Sons Storrs & Bement Company
Houston, Texas	L. S. Bosworth Company
Indianapolis, Ind.	Crescent Paper Company
Jackson, Miss.	Townsend Paper Company
Jacksonville, Fla.	Virginia Paper Company, Inc.
Kansas City, Mo.	Midwestern Paper Company
Knoxville, Tenn.	Southern Paper Company
Lansing, Mich.	The Weisinger Paper Company
Little Rock, Ark.	Western Newspaper Union Arkansas Paper Company
Long Beach, Cal.	Zellerbach Paper Company
Los Angeles, Cal.	Zellerbach Paper Company
Louisville, Ky.	Miller Paper Company
Lynchburg, Va.	Caskie Paper Company, Inc.
Memphis, Tenn.	Woodson & Bozeman, Inc.
Milwaukee, Wis.	Nackie Paper Company
Minneapolis, Minn.	The John Leslie Paper Company Newhouse Paper Company
Moline, Ill.	Newhouse Paper Company
Nashville, Tenn.	Clements Paper Company
Newark, N. J.	Henry Lindenmeyer & Sons
New Haven, Conn.	Storrs & Bement Company Henry Lindenmeyer & Sons
New Orleans, La.	Alco Paper Company, Inc.
New York City	Henry Lindenmeyer & Sons Lathrop Paper Company, Inc. The Alling & Cory Company J. E. Linde Paper Company The Canfield Paper Company Marquardt & Company, Inc. Schlosser Paper Corporation
Oakland, Cal.	Zellerbach Paper Company
Oklahoma City, Okla.	Western Newspaper Union
Omaha, Neb.	Field Paper Company D. L. Ward Company
Philadelphia, Pa.	The J. L. N. Smythe Company Schuylkill Paper Company
Phoenix, Ariz.	Zellerbach Paper Company
Pittsburgh, Pa.	The Alling & Cory Company
Portland, Me.	C. M. Rice Paper Company
Portland, Ore.	Zellerbach Paper Company
Reno, Nev.	Zellerbach Paper Company
Richmond, Va.	B. W. Wilson Paper Company Virginia Paper Company, Inc.
Rochester, N. Y.	The Alling & Cory Company
Sacramento, Cal.	Zellerbach Paper Company
St. Louis, Mo.	Beacon Paper Company Tobey Fine Papers, Inc.
St. Paul, Minn.	The John Leslie Paper Company Newhouse Paper Company
Salt Lake City, Utah	Zellerbach Paper Company
San Antonio, Texas	Shiner-Sien Paper Company, Inc.
San Diego, Cal.	Zellerbach Paper Company
San Francisco, Cal.	Zellerbach Paper Company
San Jose, Cal.	Zellerbach Paper Company
Seattle, Wash.	Zellerbach Paper Company
Shreveport, La.	Louisiana Paper Company, Ltd.
Sioux Falls, S. D.	The John Leslie Paper Company
Spokane, Wash.	Zellerbach Paper Company
Springfield, Mass.	The Paper House of New England
Stockton, Cal.	Zellerbach Paper Company
Syracuse, N. Y.	The Alling & Cory Company
Toledo, Ohio	The Commerce Paper Company
Topeka, Kan.	Midwestern Paper Company
Trenton, N. J.	Henry Lindenmeyer & Sons
Troy, N. Y.	Troy Paper Corporation
Tulsa, Okla.	Tulsa Paper Company
Waco, Texas	Olmsted-Kirk Company
Walla Walla, Wash.	Zellerbach Paper Company
Washington, D. C.	Stanford Paper Company
Wichita, Kan.	Western Newspaper Union
Yakima, Wash.	Zellerbach Paper Company

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EXPORT AND FOREIGN

New York City (Export)	National Paper & Type Co. *Agencies or Branches in 40 cities in Latin America and West Indies.*
New York City (Export)	Moller and Rothe, Inc. *Agencies or Branches in 20 countries in Latin America and West Indies.*
New York City (Export)	Muller & Phipps (Asia) Ltd. *Agencies in Belgian Congo, Burma, Ceylon, China, Hong Kong, Iceland, India, Malaya, Philippine Islands, South Africa.*
Australia	B. J. Ball Limited
New Zealand	B. J. Ball (N. Z.), Ltd.
Hawaiian Islands	Honolulu Paper Co., Ltd., Agents for Zellerbach Paper Company



WARREN'S

Lithographic Papers

Cumberland Offset · Offset Enamel · Overprint Label C1S

WARREN'S Offset Enamel and Warren's Overprint Label are new double coated papers produced by a new method. Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

Warren's Cumberland Offset is pre-conditioned by the same exclusive process which gives paper greater stability and permits it to be printed directly from the case or skid without hanging. Warren's Cumberland Offset is available in Wove and five special finishes.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY · BOSTON 1, MASS.

[BETTER PAPER Warren's BETTER PRINTING]

Printing Papers



Work Begun on New Consolidated Plant

Ground was broken October 5 at Carle Place, near Mineola, Long Island, N. Y. for a new, modern plant of Consolidated Lithographing Corp. of Brooklyn. (Architect's drawing shown here.) The company recently purchased 46 acres at the site and the one-story structure will be erected on a 10 acre plot. Of steel, concrete, brick and glass construction, the building will provide 200,000 square feet of floor area, all on ground level. Plans also call for air conditioning, and the building layout has been planned especially for lithographic production. Facilities also provide for a railroad siding, and a parking area for 200 cars. The project will cost about $2,000,000.

At the ground-breaking ceremonies, company officials and other officials were on hand. Consolidated officers taking part in the ground-breaking included Ralph D. Cole, president; Sidney P. Voice, executive vice president; James L. Murphy, secretary; Walter J. Ash, vice president and sales manager; and Mrs. J. A. Voice, principal stockholder, and widow of the late founder of the firm. The company's present plant is in Brooklyn.

Duenewald Adds Big Presses

Two 52 x 76" two-color Miehle offset presses have been installed recently in the plant of Duenewald Printing Corp., New York, as part of an expansion and modernization program, Ralph M. Duenewald, president, announced. Day and night shifts are now operated.

Plant and office personnel have been reorganized. Frank E. England, formerly plant superintendent of U. S. Printing & Lithograph Co., has supervision of all office production, including a staff of men to service accounts. Wallace A. DeBou and Joseph M. Agurkis are working with Arthur Shadlen in this department. Walter Lucas is supervising creative work, planning and estimating, with a larger sales staff.

The firm has been active in the production of novelty juvenile books of its own creation, and also produces a large volume of greeting cards, commercial advertising color work, etc.

Plans for further expansion include the addition of four, five-, and six-color presses.

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Install Presses in New Engl.

Knowlton & McLeary Co., Farmington, Maine, recently installed a Harris 21 x 28" offset press. Eastern Photo Litho Co., Lowell, Mass., added a Harris 17 x 22".

Fla. Firms Add Equipment

Tropical Press,, Ft. Lauderdale Fla, recently added a Harris 17 x 22" offset press, and a Seybold 34" cutter. Douglas Printing Co., Jacksonville, Fla., added a Harris 22 x 34" press and a Seybold 40" cutter.

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Color Matching Classes Open

The fall session of the weekly classes in color matching held at the plant of Superior Printing Ink Co., New York, was scheduled to open October 5, Vincent Subenski of the company, reported. The course is attended by offset pressroom key men.

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Star-Kimble Appoints Allen

The appointment of C. S. Allen as general manager of the Star-Kimble Motor Division of Miehle Printing Press and Mfg. Co., Bloomfield, N. J., has been announced by J. E. Eddy, president of Miehle. Mr. Allen comes to Star-Kimble from the A. O. Smith Electrical Mfg. Co., Los Angeles, where he has been vice president and general manager.

Prior to his association with A. O. Smith, Mr. Allen was associated with the General Electric Co. for 16 years.

Other recently announced Star-Kimble changes are James M. Adair, manager of sales; R. S. Reed, assistant sales manager; Louis Pedersen, works manager; and S. Anton Wladis, comptroller.

The Miehle company acquired the Star Electric Motor Co., Bloomfield, New Jersey, late last year and has since combined it with its Kimble Electric Division, Burlington, Iowa.

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Ink Makers Elect Brown

Claud Brown of International Printing Ink, New York, was elected president of the National Assn. of Printing Ink Makers, at that group's annual convention Sept. 25-28 at the Moraine-on-the-Lake, Highland Park, Ill. Mr. Brown succeeds E. Smith, Crescent Ink & Color Co., Philadelphia. Morton Kapp, Superior Printing Ink Co., New York, was elected vice president; and John F. Devine, Sun Chemical Corp., New York, was re-elected treasurer. Herbert Livesey continues as secretary.

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ATF Chicago Sales $1 Million

Sales contracts totaling over $1,000,000 were reported by American Type Founders, following the close of the Graphic Arts Exposition in Chicago. This amount included sales of presses, cameras, platemaking equipment, type, composing room equipment and bindery machinery, the company said.



Consolidated-Hammer KOLOROID COLOR PROOFING PROCESS

as introduced at the Sixth Educational Graphic Arts Exposition

INK color proofs

* BY A NEW PHOTOGRAPHIC METHOD...
* AT LOW COST...

Color proofs *in ink* colors can now be made direct from color separation negatives. This totally new proofing method makes possible better color work than ever before. The advantages of the Koloroid Color Proofing Process are many. The cameraman can see exactly how his separation negatives will blend to duplicate the color artwork in printing. The color retoucher and platemaker will have a proof as an exact guide for their own work. Customers who demand extreme fidelity in the reproduction of color tones can be shown a color proof long before costly plates are made.

The Koloroid Color Proofing Process is the only process of its kind that gives you color proofs made by the actual printing ink colors. Proofs can be made easily in accurate register, for either four color process, duotones, or flat color work . . . from either screen or continuous tone negatives.

The Koloroid Color Proofing Process, as introduced today, represents over twenty years of development work . . . and has been production tested during the last two years, on every type of color job.

Be among the first to use this truly great development for better color platemaking and printing. Write for complete information . . . the cost is surprisingly low.

HERE'S HOW IT'S DONE Koloroid print papers are impregnated with the actual ink colors and made photo sensitive. A Koloroid print paper for each color is contact printed from the separation negative. The exact shade or tone of the ink color is controlled photographically by means of exposure time when making the contact print. These color prints are then placed one at a time on the Koloroid Base Sheet and developed. This developing step deposits the colors one at a time on the Koloroid Base Sheet, to produce the color proof. Exact register is easily maintained. Write for technical bulletin for complete, illustrated description.

CONSOLIDATED-HAMMER

FILM DRY PLATES

Other Consolidated-Hammer products include: Consolidated-Hammer Line-O-Tone A.H. Film and Regular Offset A.H. Film . . . Consolidated-Hammer Dry Plates — Soft Gradation Panchromatic A.H. — Commercial Panchromatic A.H. — Process Panchromatic — Contrast Panchromatic A.H. — Special Ortho Offset A.H. — Regular Offset A.H. . . . and Consolidated-Hammer PLASTICOID Carbon Tissue Process for Gravure and Silk Screen Work.

CONSOLIDATED-HAMMER DRY PLATE & FILM CO., INC.

A CONSOLIDATED AFFILIATE OHIO AVENUE AND MIAMI STREET ST. LOUIS 18, MISSOURI



Canadian Lithographers Meet

Some of those attending the recent meeting of the Canadian Lithographers' Assn. at the Chantecler, Ste. Adele-en-Haut, Quebec, are shown here. The meeting, September 13-17, included four business sessions. George Mattson, Lithographers National Assn. of N. Y. gave a review and appraisal of conditions in the industry, and J. A. McIntyre, Rolph-Clark-Stone, Ltd., spoke on "Why Personnel Administration?" At the annual banquet J. S. Miller, immediate past president, was presented with an inscribed silver tray in recognition of his leadership during his term which included the period of the widespread Canadian strike. The presentation was made by J. W. C. Taylor of Montreal Lithographing Co., honorary president of the association, and F. Grenville Rolph, Rolph-Clark-Stone, president of the CLA. The annual golf tournament also was part of the program. Those attending the meeting from the U. S., in addition to Mr. Mattson, included W. Floyd Maxwell, executive director of the LNA, and Wade E. Griswold, executive director, Lithographic Technical Foundation, New York.

The annual meeting of the CLA will be held sometime in January, and election of officers and directors will take place at that time, Ernest S. Higgins, secretary-manager, reports.

New Co. in Buffalo

Formation of a new lithograph company by interests associated with two long established concerns in the Buffalo area has been announced. Capitalized at $200,000, the new company is Ward-Burns Inc. It is headed by Leo H. Ward, president, and George L. Burns, vice president and treasurer. Edgar G. Lucker is secretary.

Mr. Ward is president and principal owner of the 39-year-old Holling Press Inc. and Mr. Burns is president of the 29-year-old Wilder Photo Copy Co. Inc., both in Buffalo. Mr. Lucker is with the accounting firm of Lucker, Kennedy & Felmeden.

The principals in Ward-Burns will operate in close association with Holling Press and Wilder Photo Copy.

Ward-Burns already has started operations but these will be broadened as additional equipment is delivered. The company has its cameras and platemaking equipment housed at 25 E. Huron St. Its presses, binders and offices will be at 501 Washington St., where Holling Press is located.

Mr. Ward said the new company has spent "about $130,000 for the latest type of equipment used in the lithography field." He declared "considerably more will be spent for equipment." The company now employs about 20 workers. This number, Mr. Ward said, will be increased to around 30 by the end of the year. He said most of the lithograph orders to be filled by the new local company will come from out-of-town organizations.

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Marks 50 Years with IPI

Charles J. Ihlenfeld, service station manager in Buffalo for International Printing Ink, completed 50 years of service in the graphic arts field on September 21. During that time he has never missed a day's work, he reports, although on several occasions he has had to ride a snow plow into downtown Buffalo during some heavy winter weather. He was employed at the age of 18 with the Glidden Ink Co., Cleveland, which later was purchased by Ault and Wiborg which in turn later took part in the organization of IPI.

New Presses in N. Y. State

Offset press installations in New York State, as announced last month by the Harris-Seybold Co., Cleveland, included the following: Frank A. West Co., Binghamton, a 22 x 34"; S. S. Gooding Press, Inc., Lockport, a 17 x 22"; Peter F. Mallon, Inc., Long Island City, a 42 x 58" two-color; Wickersham Press, Inc., Long Island City, a 21 x 28"; New York Lithographing Co., New York, a 35 x 45"; Samuel J. Surnamer Co., New York, 21 x 28"; and J. A. Want Organization, Inc., New York, a 35 x 45".

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Joins Keller Co.

Harold T. Clement Jr. has joined the staff of William J. Keller Inc., Buffalo, N. Y., printers and lithographers, as assistant manager of the publications division, president Penn R. Watson announced. For the last three years Mr. Clement has been production manager and account executive with the Melvin F. Hall Advertising Agency, in Buffalo.



Ed LeVesconte



George Langlois, left, with Oscar Whitehouse.

LeVesconte Heads Label Mfrs.

Ed LeVesconte, general manager, H. S. Crocker Co., San Bruno, Calif., was elected president of the Label Manufacturers National Assn. at its annual meeting September 9-11 at the Edgewater Beach Hotel, Chicago. He succeeds George R. Langlois of Mutrson Label Co. Other officers are: vice president, Hugo Dalsheimer, president of Lord Baltimore Press, Baltimore; treasurer, Frank C. Merker, vice president of Woodward & Tiernan Ptg. Co., St. Louis; and executive director, Oscar Whitehouse, of the association office in Washington. Directors include, besides the officers and Mr. Langlois: Edward J. Epsen, William H. Walters, Nathaniel Gamse, Morris W. Davidson, Theo. C. Nevins, Ralph D. Cole, John H. Eleveld, Howard F. Isham, and Howard F. Stryker.

Purchase Rightmire-Berg

Rightmire-Berg Co., founded in 1914, and believed to be Chicago's oldest trade platemaking shop, has been purchased by Lester von Plachecki and Donald Richie, both former employees of Columbian Lithographing Co. The former proprietor, George F. Kort, has retired. The new owners have decided to retain the familiar old name, Mr. von Plachecki said. The plant at 723 S. Wells St., has been remodeled, and new electrical and plumbing facilities have been added.

Two new precision dark room cameras, a 40-inch Directoplate, and a 24-inch Robertson, have been purchased, along with new etching tables, stripping tables, sink and other equipment. The new owners will continue specializing in production of deep etch color offset plates and have also added facilities for black and white plates, which the previous owners did not produce.

Mr. Richie was formerly production manager for Columbian Lithographing Co., and Mr. von Plachecki had charge of process color platemaking there. Both have long been active in the Chicago Litho Club, of which Mr. von Plachecki is now vice president, and Mr. Richie chairman of the membership committee. Following completion of the remodeling and modernization program, an active promotional campaign will be started, Mr. von Plachecki stated.

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Hill Made Board Chm.

James A. Hill, former president of Illinois Zinc Co., Chicago, has been made chairman of the board, and Lawrence R. Berkey, former secretary and treasurer, has been advanced to the president's post, the firm has announced. Leroy E. Nelson is now executive vice president and John S. Flory secretary of the company.

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Hold Education Conference

George J. Bilsey, printing instructor, East High School, Cleveland, Ohio, was elected president of the International Graphic Arts Education Association, formerly National Graphic Arts Education Association, at the Silver Anniversary Conference on Printing Education, September 21-23, 1950, in Chicago. He succeeds John G. Henderson, of the Washburne Trade School, Chicago, who served two terms as president and was the general chairman of the Chicago conference.

The program of the Conference was built around the general theme—"Graphic Arts Education for Tomorrow," in line with the purpose of the Graphic Arts Exposition, being held at the same time.

Between 375 and 400 were present for the annual conference banquet on Friday evening, September 22, with a score of outstanding leaders in education and industry as the guests of honor. Awards were made to the winners of the 1949-50 Essay Contest by George Welp of International Printing Ink. The feature was the presentation of letters of congratulation to Fred J. Hartman, director of education of N.G.A.E.A., upon his completing 25 years of service to the association.

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A. H. Hoerres, Milwaukee, Dies

Arthur H. Hoerres, 54, vice president of the Mid-States Lithograph Co., Milwaukee, died recently, following a long illness. He had been in the lithographing industry for 39 years, and with the Mid-States company for 14 years. He was a member of the Milwaukee Litho Club.

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Gerback-Barklow Appoints



Irving L. Greene, formerly director of advertising and sales promotion and assistant sales manager of the Todd Co., Rochester, N. Y., has been appointed general sales manager of the Gerlach-Barklow Co., Joliet, Ill. The latter firm is a lithographer and manufacturer of advertising specialties. The announcement was made by John C. MacKeever, president of Gerlach Barklow.

25 Years With Miehle Co.



Paul E. Twyman, assistant sales manager of Miehle Printing Press & Mfg. Co., Chicago, recently marked his 25th year with the company. Before joining the company he was with the government in map production and as acting director of the Bureau of Engraving and Printing. He has been active in the International Assn. of Printing House Craftsmen, and has many acquaintances in foreign graphic arts circles through his work as manager of Miehle's export department.

•

Thomas Stevenson Dies

Thomas Stevenson, 79, president and founder of the Stevenson Photo Color Separation Co., Cincinnati, died recently in a Bradenton, Fla., hospital, following a long illness. Burial was in Olive Branch, O. Born in Edinburgh, Scotland, he came to Cincinnati in 1914 and founded the lithographing company in 1926. He was a member of the Miami Valley Lithographers Association.

Surviving are his widow, Mrs. Laura Stevenson; a son, Thomas, Jr., secretary of the company; a sister, Mrs. James Cramb of Scotland, and a grandson.

•

Fraser Officers Abroad

Officers of Fraser Paper, Ltd. sailed September 24 aboard the "Mauretania" for a tour of European paper mills. The party included Aubrey Crabtree, president and general manager of Fraser Companies, Ltd., Edmundston, New Brunswick, Can., parent firm; William A. Ketchen, chief chemist of Fraser Companies and subsidiaries; Cecil M. Matheson, general sales manager, pulp and paperboard Div.; and Clarence T. Clark, mill manager, Restigouche Co. pulp mill, a subsidiary firm. The itinerary included Britain, France and Scandinavian countries.

•

Craftsmen Honor Schulkind

The Board of Governors of the New York Club of Printing House Craftsmen, during a recent meeting honored David W. Schulkind, president of the E. P. Lawson Co., New York, on the occasion of his 40th anniversary in the graphic arts industry. The arrangements were directed by Harvey Glover of Sweeney Lithograph Co. who is a past president of the club as well as of the International Association.

Highlight of the celebration was an "Anniversary Cake." Herbert Kautman, a member of the board, presented the cake, and a book, "Life Begins at 40" was presented by Phil Bookbinder on behalf of the group.

Mr. Schulkind, began his career at the age of 17 with the New York Branch of the Samuel C. Tatum Co. of Cincinnati.

•

Distribute E. B. Co. in West

A. E. Heinsohn Printing Machinery and Supplies, Denver, has been named distributor for the Printing Machinery Division of the Electric Boat Company in the sale of their 22 x 34" single color offset press, it was announced by Harold Gegenheimer, division manager of E. B. Co. Heinsohn will represent them in Colorado, Wyoming, Montana, New Mexico, South Dakota, western Kansas and Nebraska, and the El Paso and Panhandle regions of Texas.

"Oc" Armstrong and Carl Zietz comprise the sales and service management.

•

Announce Press Installations

E. B. Co. 22 x 34" offset presses were installed recently at the Huron Press, Inc., Chicago, Bentill Press, Boston, and the U. S. Weather Bureau printing office, Washington, D. C. It was the second E. B. Co. for Huron Press.

Heads Edw. Stern Sales



John L. Hallstrom, previously general merchandise manager, Radio Corporation of America, Victor Record Department, has joined Edward Stern & Co., Philadelphia printers & lithographers, as sales manager. Mr. Hallstrom was with RCA for 19 years in various capacities including advertising and sales promotion, and sales and merchandising management. Mr. Hallstrom is the author of the book on music, "Relax and Listen," published by Rinehart & Co.

•

Fred W. Green Passes

Fred W. Green, for many years head of the lithographing operations of Crown Cork & Seal Co., Baltimore, and later an advisor to the department, died September 10. Mr. Green was well known in the metal decorating field, and also was a charter member of the Litho Club of Baltimore.

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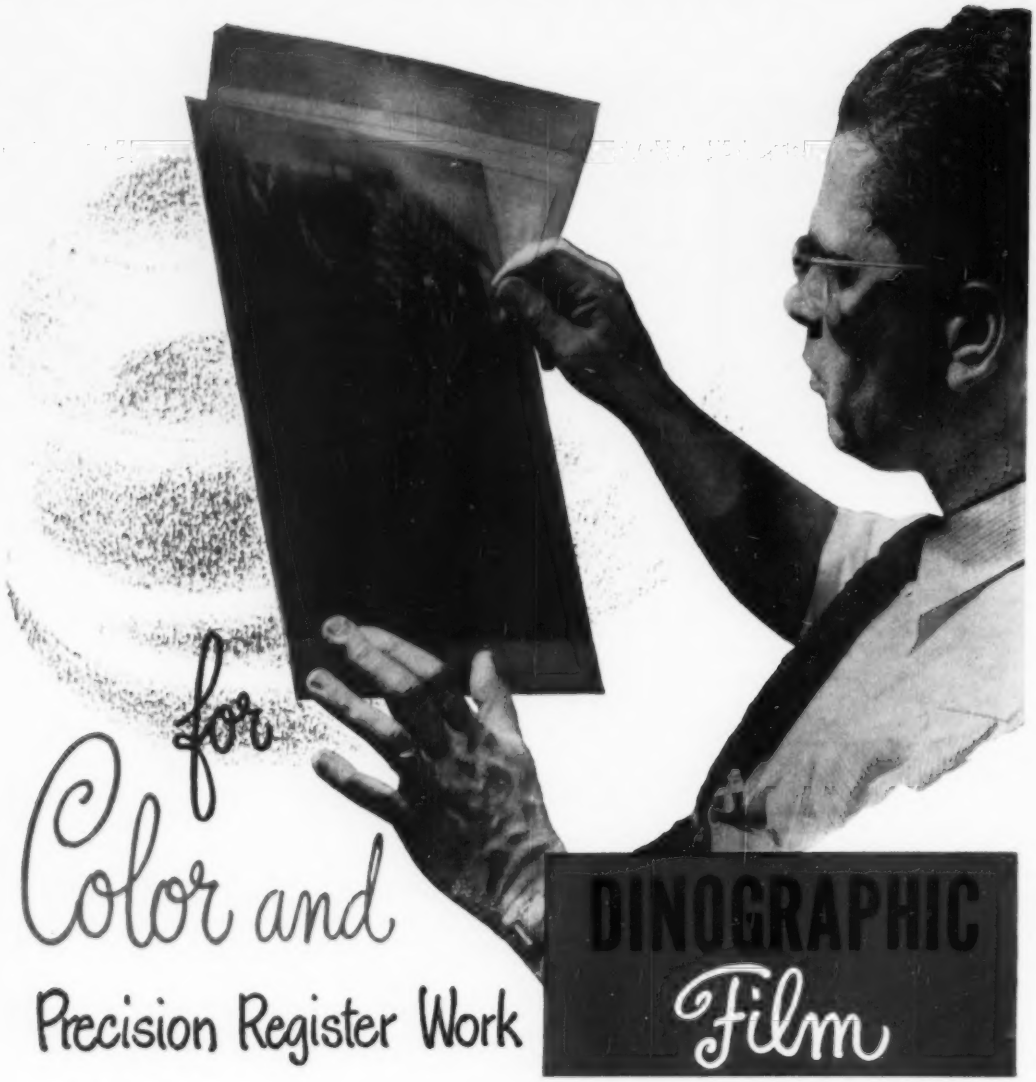
W. G. Lutz, Louisville, Dies

William G. Lutz, 79, a director of Commercial Lithographing Co., Louisville, Ky., died last month. He was a native of Germany and had worked for the Kentucky Lithographing Co. before joining Commercial in 1912. He had retired from the company except for his service as a director.

•

Cincinnati Co. Adds Shift

The Stark Printing Co., Cincinnati, recently added a night shift in its expansion operations, according to Roy P. Galloway, president. The company has installed a new offset press and made an addition to its bindery.



for Color and Precision Register Work

DINOGRAPHIC Film

BECAUSE of its base of vinyl copolymer plastic, exact register is always assured. Climatic changes have absolutely no effect on Dinographic Film.

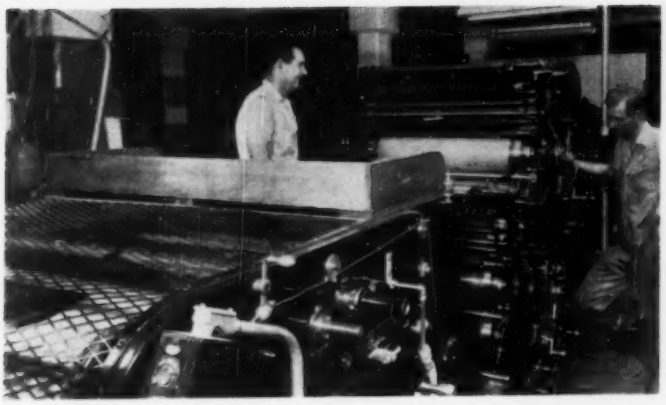
This makes it very desirable for color or any close register jobs. Brilliant contrast and unusual density.

Ortho . . . Medium speed for camera or contact work. Contact . . . Slow speed for contact only—blue sensitive.

Special Matte . . . For the map maker contact speed—translucent-white-vinyl base —matte emulsion for easy ink or pencil corrections. Also manufactured in opaque-white-vinyl base.

Send us a trial order today and prove for yourself the many advantages of Dinographic Film.

THE DI-NOC COMPANY *Photographic Division*
CLEVELAND 12, OHIO



First Small Two-Color on Coast

Jeffries Bank Note Company, Los Angeles, is the first company on the Pacific Coast to install one of the new two-color 22 x 34" Harris offset presses. It is one of the first unit-construction two-color offset press in the 22 x 34" size ever built. One was shown at the Chicago Graphic Arts Exposition. Shown are Ray Greene, pressman (left) and James Broadbelt, feeder.

Di-Noc Opens L. A. Office

A Los Angeles district sales office is being opened by The Di-Noc Company, Cleveland, according to F. T. Sweet, sales manager, Photographic Division. A. C. Nowland, formerly of California Ink Co., has been appointed district manager. The Company's photographic film products will be featured, together with all-lacquer decals, Di-Lon Wallpaper, and grain finishes for metal and wood decorating.

•

Portland Club Names Committee

Appointment of committees to serve for the coming year and an address by a staff member of the F. B. I. highlighted the September 8 meeting of Portland (Oregon) Club of Printing House Craftsmen. President George Y. Martin announced the following committee chairmen: Charles C. Ball, education and program; Elmer Crossett, membership; C. W. (Bill) Boardman, bulletin and publicity; Carl George, greeters; Ormond A. Binford, liaison; W. H. "Wally" Williamson, entertainment and hospitality; George E. Sandy, printing week; Elmo Crabb, auditing.

Principal speaker was Scott J. Werner, assistant special agent in charge of the Portland office of the Federal Bureau of Investigation, who discussed "Printer Cooperation with F.B.I."

A joint meeting of the Seattle Craftsmen and the Portland Club was scheduled for October 13, in the Heathman hotel, the night before the opening Oregon-Washington football game in Portland.

•

Hold Oregon Meeting

Oregon Printing Industry and Master Printers of Oregon were to hold their annual joint conference October 14-15 at Timberline Lodge on Mt. Hood, according to Glen W. Cruzon, association manager.

•

New Presses in Southwest

Several new Harris offset presses have been installed by firms in the Southwest. These include Semco Color Press, Oklahoma City, a 17 x 22"; Western Bank & Office Supply Co., same city, a 21 x 28"; Southwest Printing Co., Dallas, a 22 x 34"; Bone Crow Co., Waco, Tex., a 21 x 28"; and Phoenix Arizona Engraving & Litho., Phoenix, a 17 x 22".

Discuss Air Force St. Louis Plan

Action regarding the expansion of the lithographic facilities of the Air Forces chart reproduction plant in St. Louis is being taken by the Lithographers National Assn., the Printing Industry of America, and the National Assn. of Photo-Lithographers. The argument that expanded requirements for lithography could be handled amply by the commercial lithographing industry was presented to the Congressional Joint Committee on Printing at an informal hearing in Washington recently.

John M. Wolff, of Western Printing & Lithographing Co., St. Louis Div., headed a delegation representing the PIA and the LNA. The NAPL lent its support to the action following the hearing. A lengthy memorandum was presented, in which the facilities of the commercial lithographic industry were offered to cooperate in the production of charts for the Air Force, and it was pointed out that the great expansion of the industry in the postwar years placed it in an even stronger position to meet military requirements. In World War II, it was pointed out 125 commercial lithographers produced about 400 million maps for the Army Map Service, which represented about 75 percent of the total.

The memorandum clearly stated that the associations were not opposing the expansion of facilities for the preparation of map copy, but questioned only the expansion of press equipment, and the resulting duplication of press facilities already existing.

•

Add Four-Color in St. Louis

A Harris four-color 50 x 70" offset press was installed recently in the plant of Woodward & Tiernan Printing Co., St. Louis. Also installed in that city recently were a Harris 42 x 58" single-color at Compton & Sons, Inc.; and a Harris 17 x 22" at Cavanagh Printing Co. The A. C. Clayton Printing Co. added a Seybold 44" cutter.

•

Adds 17 x 22 Press

Frontenac Press, Minneapolis, Minn., recently added a Harris 17 x 22" offset press to its facilities.



Mallinckrodt®

GRAPHIC ARTS CHEMICALS

Over 130 types to meet every need in your shop

MALLINCKRODT CHEMICAL WORKS

Mallinckrodt St., St. Louis 7, Mo. • 72 Gold St., New York 8, N. Y.

CHICAGO • CINCINNATI • CLEVELAND • LOS ANGELES • MONTREAL • PHILADELPHIA • SAN FRANCISCO

Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals



Kodachrome on 24-Sheets

This is the first of a series of 24 sheet posters for Atlantic Refining Co., which are lithographed enlargements of Kodachromes. Reproduction was by McCandlish Lithograph Corp., Philadelphia, and this is said to be one of the few series of posters utilizing Kodachrome copy. The first of the series appeared along the Atlantic seaboard states last month. Copy was prepared from 4 x 5" Kodachromes from which were made pieced-together prints 15 x 34". In this particular scene, the road and automobile were stripped into a New England autumn landscape.

New Metal Coatings Plant

New research and development laboratories and a complete manufacturing plant were put into operation recently by Surface Chemicals, Inc. at McKees Rocks, Pa.

Pilot equipment, which duplicates the operations in a modern lithographic coating plant, has been installed in the coatings laboratory. The facilities—which include coating machines, ovens, punch-presses, closure threaders, and other equipment will enable the Surface Chemicals staff to test coatings under simulated production conditions. Other facilities include a physical testing laboratory, a chemical laboratory, machine shop, offices, . . . and the production plant.

The company has developed many special protective coatings for collapsible tubes and tin plate containers.

•

Heads Carnegie Department

Prof. Homer E. Sterling has been appointed chairman of the Printing Management Department Faculty at Carnegie Institute of Technology, Pittsburgh. Prof. Sterling has been a member of the Carnegie faculty since his graduation from C. I. T. in 1926. He is the author of a book "Advertising Criteria," several monographs and numerous magazine articles.

Printing laboratories have been remodeled with improved plant layout, new floors and better lighting, the school announced. The remodeling provides increased floor space and new facilities for both hand and machine composition, and new offices for the printing management faculty.

•

Paper Co. Plans Pa. Plant

Plans for the erection of a modern one story plant at Bustleton, Pa., have been announced by the Paper Manufacturers Co., Philadelphia, for the manufacture of gummed paper, heat sealing paper, and other products now made by the firm in Philadelphia. The new plant will provide about 200,000 square feet of space.

The company also has announced proposed plans for a new manufacturing plant in Indianapolis. This would be 180 by 220 feet, and also of single story construction. The company has purchased a nine acre plot adjoining the Pennsylvania Railroad.

The company, founded in 1904, now occupies its own five story building covering a block in Philadelphia.

•

Joins Lanston Monotype

Fred W. Hoch, Jr., has joined the sales and service staff of Lanston Monotype Machine Co., Philadelphia, A. E. Giegengack, executive vice president, announced. After training in the manufacturing and office ends of the business, he will be assigned to field work. Mr. Hoch is the son of Fred W. Hoch, president of his own New York firm of printing management consultants.

•

Makarius Joins Pope & Gray

Theodore Makarius, specialist in lithographic inks and presswork, joined the sales department of Pope & Gray, Inc., New York manufacturer of printing and lithographic inks, September 18, W. G. Tatlock, vice president, announced. Mr. Makarius formerly was sales manager of the Fuchs and Lang Mfg. Co., Div., Sun Chemical Corp., New York, and was with that company seven years. In this capacity he served as a lithographic trouble-shooter, and also appeared as speaker at many Litho Clubs and trade conventions. He also has taught lithography at the New York Trade School and is conducting a course there at the present time.

Prior to his connection with F & L, Mr. Makarius was superintent of the pressroom at Brett Litho Co., Long Island City, during most of the period from 1920 to 1943.

(Mr. Makarius is the author of a new feature, "Litho Production Clinic," beginning in this magazine this month.)

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Announce 23K Gold Decals

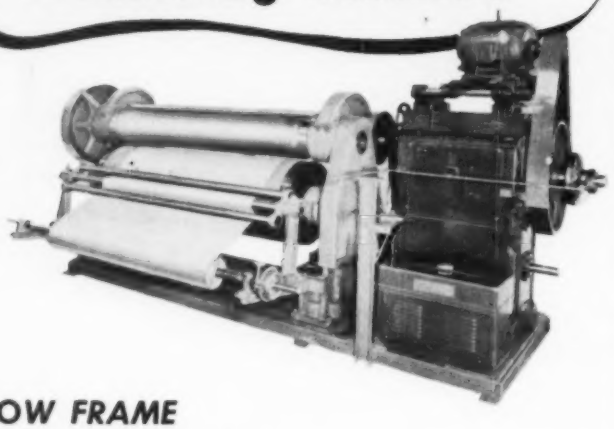
Palm, Fechteler, & Co., New York manufacturers of decals, recently introduced printed, 23 Karat gold decals. Gold decals were introduced in 1949 by Palm, Fechteler, but it was not until recently that printing and artwork could be successfully reproduced on them, the company stated. The gold in the new decals does not tarnish or wear off, and they are suitable for solid background labels and ornamental purposes such as striping, it was said.

•

Phila. Firms Add Two-Colors

Two color offset presses were recently installed by two Philadelphia companies. Joseph Hoover & Sons Co. added a Harris 35 x 45" two-color, and Ketterlinus Lithographic Mfg. Co. added an identical press. Philadelphia Colortype Co. installed a Harris 17 x 22", and William J. Doran added a 21 x 28" Harris.

WALDRON-MEADOWS Embossing Machine



LOW FRAME
HYDRAULIC LIFT
DIRECT ACTION

This machine of the low frame open front type is designed for ease in roll changing and threading of the web. Power is supplied by a motor driven variable speed drive having a 6:1 ratio giving speeds of 8 to 48 yards per minute.

Hydraulic system consists of a compact unit with readily adjustable pressure regulation; no accumulators or weights in this hydraulic system.

This Waldron-Meadows machine is readily adaptable for embossing pyroxalin, vinyl solution and organisol coated materials, latex saturated papers, unsupported film, etc. The ideal machine for imparting rich embossed effects to labels, cover stock and the like.

Supplied in a range of standard sizes to handle webs of varying widths up to 72 inches. Full particulars gladly furnished on request.

MANUFACTURED BY

JOHN WALDRON CORP.

Waldron Division • Meadows Division
NEW BRUNSWICK NEW JERSEY

Leaders in Web Process Engineering Since 1827

NYU Offers Offset Course

New York University's graphic arts courses which have been given for adults during evenings for the last several years, this fall includes a new course, Lithographic Sales and Production. Held Thursday evening from 6:15 to 8:00, this course will continue for 15 sessions until January 25th. H. C. Latimer, educational director of the Lithographers National Assn., is the instructor. Classes are held at the Washington Square campus.

This new course is designed for those with some knowledge of printing production who wish to acquire specific information on the use of offset lithography. Subjects covered include the basic reasons for the use of the process, copy preparation and layout techniques, lithographic platemaking and estimating methods, offset press production methods and related operations. The course should add knowledge valuable to both those who plan and buy printing as well as to those who are interested in selling offset lithography.

The last half of the course specifies lithography's place in the various fields of printing, and in the production of the various forms of follow-through material related to the complete advertising campaign. Methods and aids unique to the lithographic printing process are covered. Emphasis on the advantages of the process should be of particular help to those in the sales field. Information is available from the Div. of General Education, New York University, One Washington Sq., New York.

•

Special Courses in N. Y.

Several specialized courses in lithography are being conducted at the New York Trade School by Herbert P. Paschel, graphic arts consultant. These include Photography for Executives, being offered for the fifth consecutive time; A Survey of Color Reproduction, for students in the two year intensive course; and Standardization and Controls in Process Photography, for the apprentice training program of Local 1, Amalgamated Lithographers of America.

Practical Lithographers Meet

The Practical Lithographers Research Group, recently organized in New York, planned to meet October 18 at the offices of National Process Co., 75 Varick St., to further organize, and make plans for fall and winter meetings to be held monthly. At a meeting September 20 at the New York Advertising Club, six members discussed the constitution and other organization topics. Officers probably will be elected in November, and discussion of practical shop problems will be held.

The purpose of the organization, as stated in the constitution, is to "promote and seek improvements, methods, and materials in all branches of lithography, to study developments, to solve problems through practical research and testing, much of it in members' plants." Present at the September meeting were Jack Jackson, National Process Co., acting secretary; Foster H. Coleman, and Arthur Fiehn, Meehan-Tooker Co.; Theodore Makarius, Pope & Gray, Inc.; and John Carnie, and Vincent Hauck, Brett Litho Co. Frank Fischer, National Process Co., who promoted the organization originally, could not be present.

•

LTF Man Joins Company

Stuart J. Canter, formerly of the Lithographic Technical Foundation, New York, is now associated with Chemicals Procurement Company, New York 18, N. Y. The company acts as sales agents for specialty and intermediate chemicals. It also serves in the capacity of chemical broker.

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Report Direct Mail Volume

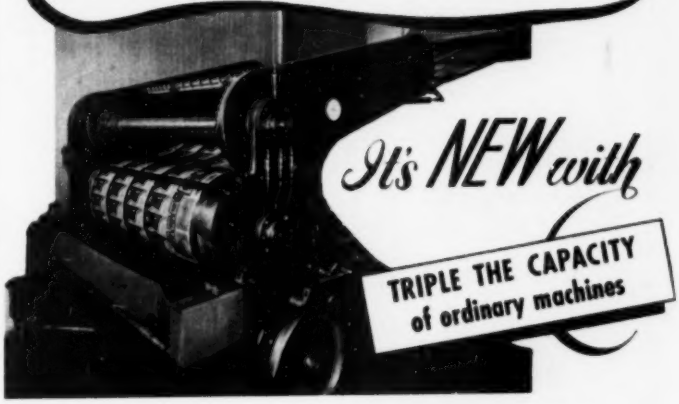
The dollar volume of direct mail advertising used by American business for the first six months of 1950 was $434,184,751., according to figures released by the Direct Mail Advertising Association, New York.

•

Joins Selwell Co.

Irving Lineal, formerly production manager, National Bottlers' Gazette, recently joined the Selwell Co., New York, creative printers and lithographers.

WALDRON *Aut-O-Lac*
Sheet Varnishing Machine



designed for the popular size sheets

The new WALDRON Aut-O-Lac Sheet Varnishing Machine has completely solved the serious production problem resulting from the increasing demand for varnished or lacquered labels, covers and similar printed pieces. It provides triple the capacity of older type machines (as much as 4,500 sheets per hour). Among the outstanding features of this machine are (1) Advanced method of feeding registered sheets and rejecting misfed sheets, (2) Improved fountain and varnish roll, both of which can be moved out of position for cleaning, (3) Adjustable dry lap wipers, (4) Controlled, synchronized transfer of sheets, and (5) Modern, accurate piling device. Specially designed insulated panel oven with built in air ducts insures perfectly controlled air drying.

Write for descriptive folder *!*

Our new illustrated folder, contains views of the varnishing unit, transfer tapes, piling device, etc. A diagram of the complete varnishing line is included along with full construction details of its advanced design and many operating advantages. Copy will be sent upon request.

MANUFACTURED BY

JOHN WALDRON CORP.

Waldron Division • Meadows Division
NEW BRUNSWICK NEW JERSEY

Leaders in Web Process Engineering Since 1827

GREETINGS TO NAPL

Our sincere well wishes to the National Association of Photo-Lithographers

on the occasion of their 18th Annual Convention

May your future accomplishments be many.

Kohl & Madden Printing Ink Co., Inc.

1132 So. Jefferson St.,
Chicago 7, Ill.

842 Howard St.
Detroit 26, Mich.

501 Washington St.,
Buffalo 3, N. Y.

636 Eleventh Ave.,
New York 19, N. Y.

1501 Westview Ct.,
Reading 15, Ohio

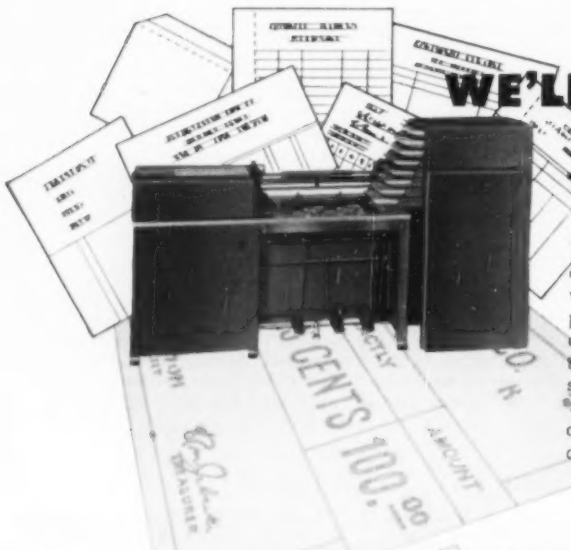
428 South 7th St.,
Minneapolis, Minn.

470 Atlantic Ave.,
Boston, Mass.

4801 Keswick Road
Baltimore, Maryland

1311 Widener Bldg.,
Philadelphia, Pa.

1825 N. Broadway
St. Louis 6, Mo.



WE'LL PAY $100.00...

YES, we'll pay that amount to anyone who can show us a form that cannot be collated on the JCM Collating and Tipping Machine.* Carbon interleaved forms of every description can be easily collated with the various elements—carbon and printed sheets firmly attached with the tiny dots of glue which are applied in precisely the right amount and at the exact position selected by the operator.

If you think that you have a form which cannot be collated on the JCM, send it to us and maybe you will collect on our offer.

*WITHIN SIZE RANGE 1" x 2"—17" x 25½"

JCM MACHINES manufactured and sold by

J. CURRY MENDES CORP.

ORIGINATOR OF SEMI-AUTOMATIC COLLATING MACHINERY

104 BROOKLINE AVE. BOSTON 15, MASS.

BRANCH OFFICES 538 So. Clark St. CHICAGO, ILL. 1206 So. Maple St. LOS ANGELES, CALIF. 22 East 29th St. NEW YORK, N. Y.

©1950 J. Curry Mendes

LITHO CLUB NEWS

Chicago Holds Play Day, Trip

The weather cooperated with the Chicago Litho Club to provide perfect climate for the "Play Day" party at Woodridge Country Club, Sept. 16. Maximum attendance during the day was 50, including nine ladies. Wm. J. O'Holleran, of the Meyercord Co., chairman of the entertainment committee, reported. Thirty-five persons played golf during the afternoon and at the close of day dinner was served at the club house.

When scores were totaled Jimmy Ludford, son of Bob Ludford of Chicago Litho Plate Graining Co., stood at the top of the list and he was given first chance to select his prize from the array of valuable merchandise items that had been provided.

Mrs. Carl J. Ericksen, wife of the Chicago Club's president was hostess and supervised the entertainment program for the ladies.

Among out of town guests were lithographers from Hawaii and California. Attendance was lower than expected, Mr. O'Holleran said, due to the Graphic Arts Exposition.

All club officers took part in the day's festivities, except David Swift, treasurer, who recently left Western Electric Co's printing plant to go into the lithographing business for himself in Grand Rapids, Mich.

On Sept. 28 the Chicago Club arranged a trip to Joilet, for an afternoon tour of the Gerlach-Barklow plant, to see the manufacture there of greeting cards and calendars. At 6 p.m. dinner was served the party at the Woodruff Hotel and, after a brief business session Pres. Ericksen showed the color movies he took in 1948, during a trip to the Scandinavian countries.

Educational programs of the club will be resumed in October, with a talk on "Humidity Control." Publication of the Chicago Club's "Hi-lites" bulletin will be resumed in October, Mr. O'Holleran said, and the first issue of the new season's "NALC IMAGE" will also appear this month.

•

Boston Club Hears S. & V. Man

The first meeting of the Boston Litho Club was held on Wednesday evening, September 13, at the Hotel Gardner, Back Bay, Boston.

Ralph Audrieth, Head of the Silk Screen Process Department of Sinclair & Valentine, gave a talk on the silk screen process, and displayed an exhibition of modern prints. He also gave a demonstration of the process.

About 36 were present. Other members were in Chicago attending the 31st Annual Convention of the International Association of Printing House Craftsmen, and the Graphic Arts Exposition.

Albert Koopman, president of the Boston Litho Club, presided. Mr. Koopman is pressroom foreman of The Murray Printing Co., Wakefield, Mass.

W. Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., was scheduled to address the Boston Litho Club at its October 11 meeting at Hotel Gardner. He was to show samples of lithography on cloth, plastic and other materials, a field in which his company has specialized. Mr. Glover is a past president of the New York Litho Club and of the International Assn. of Printing House Craftsmen.

•

Club Tours Dayton Plant

Members of the Cincinnati Litho Club made an inspection trip through the plant of the Dayton Rubber Co., Dayton, Ohio, on Oct. 10, following an evening dinner in the plant. The company manufactures rollers and blankets for the lithographic industry.



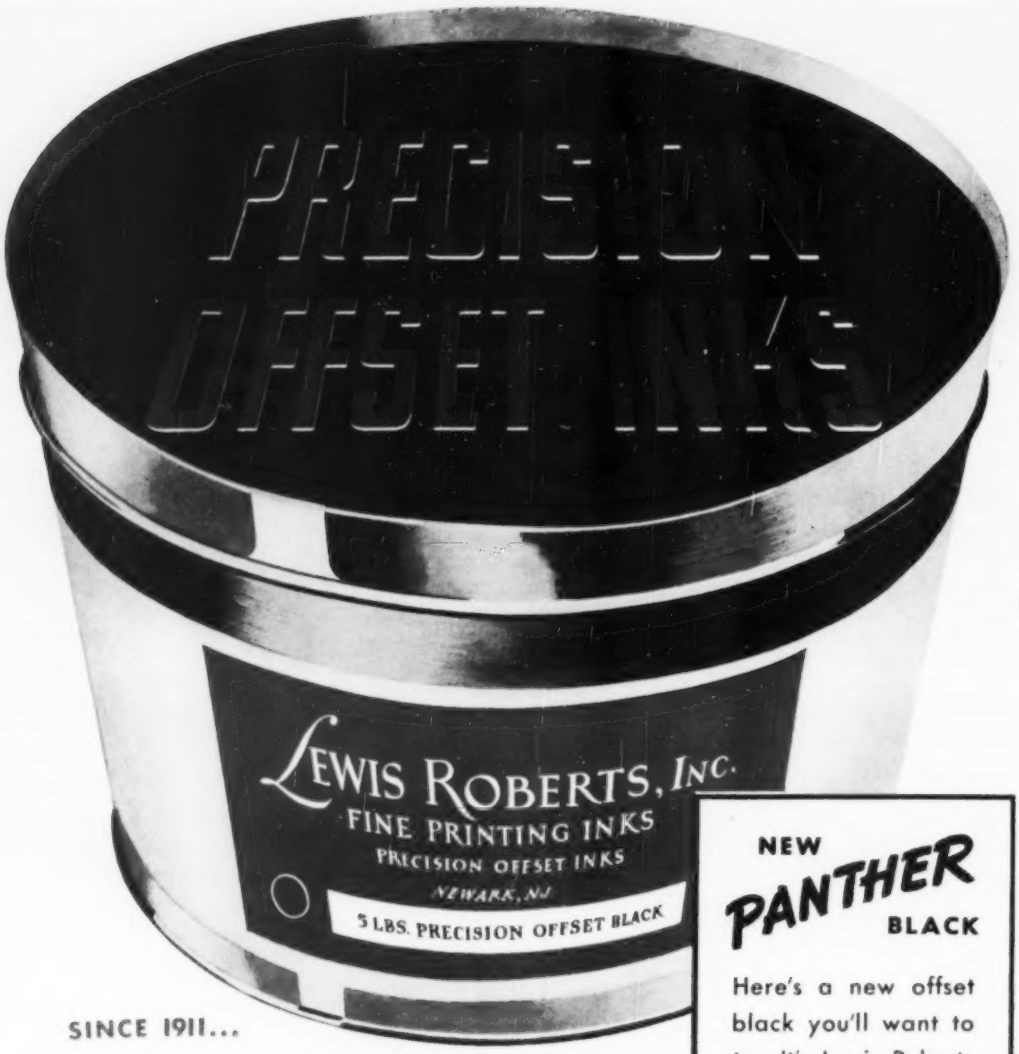
Presents Cleveland Monument

Douglas Smith, president of the Cleveland Litho Club, presents miniature Statue of Liberty to Boy Scouts of America. It is a memorial to Robert Hoelperl, son of Fred Hoelperl, club official. The youth was killed by an automobile.

Cleveland Has Press Program

Representatives of the Miehle Printing Press & Mfg. Co. were scheduled to provide the program at the October 6 meeting of the Cleveland Litho Club, at the Towner Club. The club opened the fall season September 8 with a "large turnout," with Dr. Paul J. Hartsuch, IPI, as speaker. The subject was Tri-metal plates.

The club's summer activities included a picnic, baseball party, and a farewell dinner for Thomas Mahoney who left Cleveland to join the Regensteiner Corp., Chicago.



SINCE 1911...

Lewis Roberts has been serving the lithographic industry. Lewis Roberts line of precision offset inks have been formulated to meet the highest standards, and today, these inks offer many advantages to help lithographers achieve top quality work.

Lewis Roberts offset inks are easy to work with; they provide strong, bright colors; they have excellent drying properties. Try them *yourself*. The nearest Lewis Roberts office will be glad to serve you.

NEW

PANTHER

BLACK

Here's a new offset black you'll want to try. It's Lewis Roberts PANTHER. PANTHER is really *black*, rich, and beautiful. Order a trial shipment *today*.

FINE PRINTING INKS · PRECISION OFFSET INKS

LR LEWIS ROBERTS, INC. NEWARK 5, N.J.

BRANCHES IN 20 CITIES



Photos by Fred Reinkemeier

Scenes at Conn. Outing

At the recent steak roast of the Connecticut Valley Litho Club, Mike Pagliaro, (left) club president poses with **Ed Harnish, Boston, president of the** National Assn. of Litho Clubs. Right photo shows the committee: Tom Murtice, Walter Dulak, Mr. Pagliaro, Frank Holloway, Joe Siracusa and C. J. Vandermark, Jr. There were 125 at the affair. Men from Connecticut won the ball game and the tug of war, two highlight events.

The club's opening fall meeting was scheduled for October 6 when Arthur Fradel, Polygraphic Co. of America, Bennington, Vt., was to discuss color stripping. A short motion picture also was to be shown. Regular meetings are being held this season at the Bond Hotel, Hartford. Other meeting dates announced by Mr. Pagliaro are Nov. 3, Feb. 2, April 6, and May 4. A Ladies Night is planned for March.

Capitol Club Elects Cook

Charles Cook, Haynes Lithograph Co., Silver Spring, Maryland, was elected president of the Washington Litho Club, it was announced at the club's opening fall meeting, September 26. Other officers are Robert E. Rossell, Engineer Research & Development Laboratories, Ft. Belvoir, Va., vice president; Fred Diegelmann, Washington Planograph Co., secretary; and Frank Mortimer, GPO, treasurer. The retiring president is Albert R. Materazzi, Aeronautical Chart Service.

Members of the board of governors are: Robert W. Spruell, Army Map Service; Herbert F. Aldridge, Navy Hydrographic Office; Robert J. Lefebvre, Government Printing Office; David B. Fell, Bureau of Ships, Navy; Charles Bennett, Geological Survey; Frank C. Voith, District Lithograph Co.; Robert Wathen, Federal Lithograph Co.; Jack O. Blades, Acacia Mutual Life Insurance Co.; Arthur Eckert, Columbia Planograph Co.; Harold Molz, Williams & Heintz Company, Inc.; Jack Rieben, Capitol Printing Ink Co.; and Albert R. Materazzi, Aeronautical Chart Service.

A. D. "Pat" Kirkpatrick, Rapid Roller Co., was the speaker at the September meeting, and discussed web presses, and plate and press problems. He answered questions from the floor, in a prolonged discussion. The meeting was held at the Burlington Hotel.

The October meeting of the club is being planned to tie in with the NAPL convention which opens in Washington October 25. The club's meeting is Tuesday evening, October 24, and will be held at the Government Printing Office. Many out-of-town visitors are expected to attend. "How Not to Make Money by Lithography" is to be the subject, with a speaker from the U. S. Secret Service.

Those planning to attend were asked to notify the club at P.O. Box 952, Benj. Franklin Station, Washington 4, D. C.

•

St. Louis Club Elects

The St. Louis Litho Club held an election of officers at the September 7th meeting with 25 members present at the York Hotel. Frank X. Lederle, Letterhead & Check Corp., was elected president; Fred Francis, Comfort Printing & Stationery Co., vice president; Howard E. Phillips, Con P. Curran Printing Co., secretary; Raymond K. Benz,

LITHO CLUB GUIDE

BALTIMORE
J. T. Keating, Secy.
Bingham Bros. Co.
125 Colvin St., Baltimore 2, Md.
Meets 3rd Monday, Park Plaza.

BOSTON
Edw. Harnish, Secy.
109 Mill St., Lexington, Mass.
Meets 2nd Wed., Hotel Gardner.

CHICAGO
Wm. O. Morgan, Secy.
Chicago Lithographing Institute
1800 S. Prairie Ave., Chicago 16
Meets 4th Thursday, Congress Hotel.

CINCINNATI
Richard Fischer, Secy.-Treas.
Cincinnati Lithographing Co.,
38 W. McMicken Ave.
Meets 2nd Tuesday.

CLEVELAND
Sol D'Allesandro, Secy.
Horn & Harris, Inc.
2729 Prospect Ave., Cleveland
Meetings announced locally.

CONNECTICUT VALLEY
Robert Ervin, Secy.
Hubbard, Inc.,
1188 Main St., Bridgeport, Conn.
Meets 1st Friday, March, May, Sept, Nov., and sometimes other months, Bond Hotel, Harford.

DALLAS
Walter H. Tew, Pres.
Century Printing Co.
Meets 1st Monday of Month

DAYTON
Edward Bode, Secy.
504 Marjorie Ave.
Dayton 3, Ohio
Meets 1st Monday.

DETROIT
Erwin Stoetzer, Secy.
Welker Letter Service
66 E. Forest, Detroit 1, Mich.
Meets 2nd Thurs. at Carl's Chop House.

MILWAUKEE
Anthony Dworzak
4956 W. Vollmer Ave.
Milwaukee 15, Wis.
Meets 4th Tuesday at the Miller Inn.

NEW YORK
Hammond Sullivan, Secy.
Woodrow Press
227 E. 45th St. New York 17
Meets 4th Wednesday, Building Trades Club

OMAHA
Walter Graham, Secy.
Modern Litho Co.

ONTARIO
Norman R. Hurst, Secy.
R. G. McLean, Ltd.
26 Lombard St., Toronto, Ont.

PHILADELPHIA
Joseph Winterburg, Secy
622 Race Street,
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

ROCHESTER
Carl Bigger, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.
Meets 2nd Tues., Sheraton

ST. LOUIS
Fred Francis, Sec'y.
Comfort Ptg. Co., 200 S. 7th St.
Open meetings in Feb., April, June and Aug.

TWIN CITY
Robert Batten, Secy.
Lund Press, Inc.
700 S. 4th St., Minneapolis 15
Meets last Thursday of month

WASHINGTON
Fred J. Diegelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday, Burlington.

NAT'L ASS'N. OF LITHO CLUBS
Edward Harnish, Pres.
109 Mill St., Lexington, Mass.

Hallenberg Press, Inc., treasurer; and Oliver J. Schuermann, Con P. Curran Printing Co., NACL Council representative.

A round table discussion on "Developing Inks and Fountain Solutions" also was held.

The next meeting was to be October 5th when E. G. Ryan, of the ATF Webendorfer Division of Chicago was to talk on the "Press Room." Officers were to be installed also at the October meeting.

•

N. Y. Club Holds "Fair"

A lithography "fair" was held September 27, by the Litho Club of New York to get the new fall season underway. About 200 members and guests attended the small exhibits put on by 20 firms. The exhibits opened at 3 p.m. and remained open until dinner time. Entertainment followed dinner, until time for the Louis-Charles fight, which the men viewed on television.

Exhibitors included Rapid Roller Co.; Wiener Bros., Inc.; Rutherford Machinery Co.; Fuchs & Lang Mfg. Co.; Lithographic Technical Foundation; Roberts & Porter; Oscar Fisher, Inc.; Harold M. Pitman Co.; Litho Chemical Co.; Champion Paper & Fibre Co.; Ideal Roller & Mfg. Co.; Harris-Seybold Co.; American Type Founders; Sinclair & Valentine Co.; Electric Boat Co.; National Foreman's Institute, Inc.; The Lumitol Corp.; Donald McCaulay, Inc.; E. P. Lawson Co.; and Consolidated-Hammer Dry Plate & Film Co.

The club's next meeting is planned for Wednesday, October 25, and the program is to be announced locally, according to Jacques Tisne, Schlegel Lithographing Corp., program chief. Jack Maguire, Offset Engravers Associates, Inc., is club president.

•

Milw. Club Sees Exposition

Forty-five members of the Milwaukee Litho Club went to Chicago by chartered bus, September 16, and visited the Graphic Arts Exposition. The trip replaced the club's regular September meeting. Arrival was timed for the opening of the day's Show, and the party broke up into small groups and visited every exhibit during the afternoon and evening. The chartered bus returned late that evening, but many members stayed over for more extensive exposition coverage. Other club members attended the exposition at other times, Anthony Dworzak, club secretary, reports.

•

100 at Phila. Opener

Nearly 100 members were on hand to open the 1950-51 series of Philadelphia Litho Club meetings on September 25 at the Poor Richard Club, with nomination of officers as the principal business of the evening.

The nominations stand as follows: president, Joseph Hickey; vice president, Joseph Kneble; treasurer, Andrew Given; and secretary, Joseph Winterburg. Club members expressed regret when John Knellwolf, of Alpha Litho, Camden, N. J., declined the nomination as treasurer, a post he has held for 14 years. He was thanked officially for his long and devoted service to the club.

Three governors will be chosen for a three-year term from among the following: John Gottholp, Harvey Webb, William Weiss, Herman Britz, Frank Ferrigno, Thomas Banholzer, Joseph Reynolds and Russ Johnson. Nominees from among associate members are James Killian, William Wurtzel and Walter Bossert. One of the three governors will be elected from the latter group to serve a one-year term.

Election of officers will be held at the next meeting, Monday, October 23.

A color movie showing phases in the manufacture of paper was shown by Nelson Arigo, sales representative of P. H. Glatfelder Co., paper manufacturers. After the movie, Mr. Arigo answered questions from the floor.

At the October meeting, Charles Geese, of Time and Life, will talk on the Gravure Process.

Two new members have been accepted by the Philadelphia Litho Club. They are Jules C. Frank and Robert P. Romp, both of American Litho Service.

Capello Inducts Officers

New officers of the Litho Club of Baltimore were to be inducted at the October 16 meeting by Anthony Capello, first vice president of the National Assn. of Litho Clubs, Baltimore Club President George A. Frank announced. The new officers were to be elected at the October meeting from nominations made September 18. Mr. Capello, a charter member of the Litho Club of Philadelphia, will address the club.

W. Arch Scott was nominated for president; Frank J. Denver, vice president; Elmer H. France, treasurer; and James T. Keating, secretary. For the board of governors the following were named: Frank Kemp, Herbert W. Miller, Norman Bernhardt, Spencer Parker, and Joseph H. Taylor.

At the club's September meeting at the Park Plaza Hotel, several club members gave reports on the Graphic Arts Exposition, and the various conventions held in Chicago.

A golf match, one of a series, was scheduled to be held early in October between the Baltimore and Washington Litho Clubs at the Argyle Country Club.

•

Join Muirson in Conn.

Joseph Machell, formerly with Lutz & Sheinkman, New York, recently joined Muirson Label Co., as superintendent of its new plant at Meriden, Conn., succeeding Mel Magnuson. Others who have recently joined the production staff at the new plant include Robert Irving, formerly of Hubbard Press, Bridgeport, and Edson Pierce, formerly of National Printing Co., Thompsonville, Conn. Both of the latter two men are officials of the Connecticut Valley Litho Club.

•

Boston Club Studies Offset

Kenneth R. Burchard, American Type Founders Co., was the scheduled speaker at the second meeting of the current season of the Boston Club of Printing House Craftsmen. The dinner-meeting was to be held at the Hotel Gardner, Boston, October 16. Mr. Burchard's talk was titled, "Offset in the Letterpress Shop."

Four-Color Web Installed at Rochester Institute

THE four-color web offset press has been erected and now is being tested at the Rochester Institute of Technology's new $250,000 printing laboratory, Rochester, N. Y. Erection of the 42-ton press was completed in eight weeks, four ahead of schedule, by a five-man crew working through the summer under the direction of Louis Del Vecchio, representative of American Type Founders.

The new press can deliver a complete 16-page full-size newspaper, printing both sides simultaneously, at the rate of from 12,000 to 15,000 copies an hour. The RIT student newspaper, "Sprit," will be used for the test running of the press using color and black-and-white on newsprint.

Questions which it is hoped can be answered by the laboratory, include:

Can a daily newspaper of less than 50,000 circulation be produced satisfactorily by offset, with photo composition? How much will it cost to set up a plant? How much will it cost to operate? Research will be done on all of these problems, and Dr. Mark Ellingson, president of the Institute promises the answers within two years' time.

"Another area where research will be done is the possibility of newspapers using the web offset press to produce the magazine section of their Sunday publications," Dr. Ellingson explained.

In addition to the press the Institute's new laboratory includes complete platemaking facilities, camera room, roll paper storage area, plate graining area, and shipping and sample room. A recent addition was a set of Microtronic color separation turret lights, utilizing fluorescent tubes.

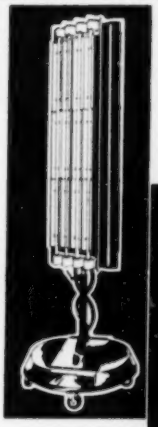
Set in a specially constructed 30-inch pit in the basement floor of the Clark Building, the offset press is nearly 52 feet long, 12 feet wide and 10 feet high. It uses a 30-horsepower motor. The laboratory, in full operation will utilize approximately one-third the power which now operates the entire institute.

The entire laboratory of which the web offset press is only part, was provided in collaboration with the American Type Founders and more than 20 printing and supply companies.

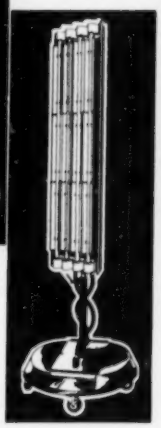
IPI Buys Ohio Building

International Printing Ink has announced the purchase from Ohio Boxboard Co. of a large, modern industrial building in Rittman, Ohio, to house new branch office and ink service facilities. Conversion to ink making is scheduled for completion before January, 1951. The new, expanded facilities will replace IPI's nearby Wadsworth Branch which has served printers in that area for many years.

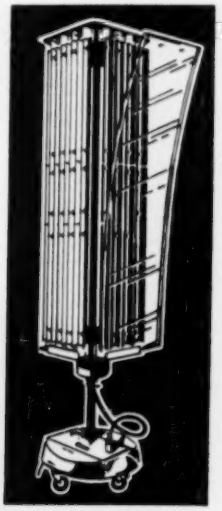
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TC-4SL TWIN COLOR
With two reflectors in each unit this model provides two types of light in the same unit — instantly interchangeable. Permits two combinations with white, colored or UV tubes.



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For general copyboard illumination. Color of tubes, (white, green or blue) may be selected according to requirements for maximum exposure efficiency.



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For improved color separation with colored light. Provides white, red, green and blue light in four separate reflectors. Can be used for all other photographic applications — line, halftone and continuous tone in color and black and white.

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MICROTRONICS Lights eliminate excessive heat, carbon dust, fumes, glare, flicker and costly power lines.

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BOSTON: 453 Atlantic Avenue • **CLEVELAND:** 1051 Power Avenue
LOS ANGELES: 330 Winston St. • **SAN FRANCISCO:** 164 14th Street
JACKSONVILLE BEACH: 111 2nd Ave. N.

R. R. Robertson Appoints

William Clackworthy has been appointed representative of R. R. Robertson Co. in the New York area, Joseph Van Cata, Robertson general manager, announced. A New York office is to be opened for Robertson users as well as for the company's dealers. Mr. Clackworthy has been active in the design and production of special types of equipment for engravers and lithographers.

Edward Pollack, former Robertson representative in New York, is being transferred to the company's Chicago headquarters, where he will work in sales and service.

•

Buys Cincinnati Company

The Holyoke Press, 238 East Fifth St., Cincinnati, has been purchased by William M. Lettow from Edward J. Mitsler, Jr. The firm is engaged in photo-offset, mimeographing, multigraphing, and other forms of printing.

Mr. Lettow was head of the War Labor Board in Cincinnati during World War II. Prior to that he was associated with the printing and lithograph industry in Dayton, O.

•

Heads Sterling Motor Sales



Alan J. Bronold has been appointed sales manager of Sterling Electric Motors, Inc., Los Angeles manufacturers of motors and electrical controls for presses and other equipment, it was announced by Earl Mendenhall, president. Mr. Bronold takes over the duties of Allen Adams who is retiring from active work because of illness, but who remains as secretary-treasurer of the firm. Mr. Bronold is a graduate electrical engineer, and comes to Sterling from Westinghouse Electric Corp.

YLA Course Starting Oct. 17

The new course at the New York Trade School, sponsored by the Young Lithographers Assn. of New York, was scheduled to begin October 17, under the direction of Theodore Makarius, Pope & Gray, Inc. The course covers "What a Lithographic Salesman Should Know About Lithography."

At the YLA's opening fall meeting, October 11, at the Advertising Club, Mr. Makarius was scheduled to discuss the new course. Also on the program was to be a report of the Graphic Arts Exposition held in Chicago. This was to be given by Sidney Levine, Consolidated Lithographing Corp., assisted by Charles F. Roberts, Brett Litho Co., club president; and Kurt Heinrich, National Process Co.

The YLA's next meeting is scheduled for Wednesday, Nov. 8, and the tentative program calls for a discussion of color scanning methods of reproduction by a representative of Time Inc.



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the AMAZING Herbert "COLD BAR"
for complete Static Elimination

NO ARC! NO SPARK! NO SHOCK!

TOPS IN THE FIELD OF *SAFE, INEXPENSIVE* STATIC ELIMINATION!

New Herbert "COLD BAR"—a *safety-first* in Static Elimination—cannot arc—spark—shock! Absolutely no electrical sensation can be felt at the emitter points . . . *just a cool breeze!*

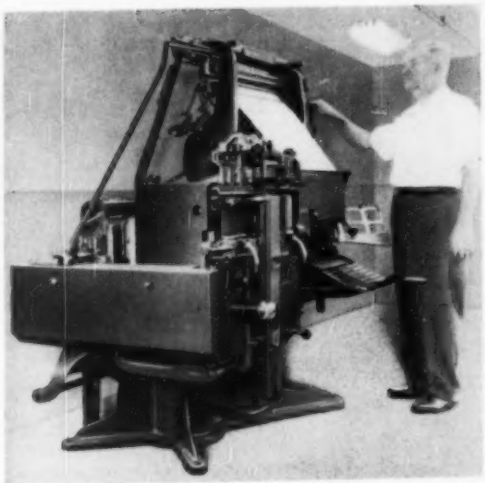
Size and physical appearance of the OXY "COLD BAR" is the same, permitting quick and inexpensive installation where the "arc-spark-shock" hazard is a source of worry to pressmen.

Write today for information! Equip your presses with this new Super-Safe Herbert "COLD BAR".

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EQUIPMENT
SUPPLIES, SERVICES, BULLETINS

"Linofilm" Is Unveiled



The Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y. has just released details on the Linofilm, a two-magazine, single-distributor photocomposing machine which was unveiled at the Chicago Graphic Arts Exposition. In its announcement, the Linotype company emphasized that the Linofilm is not for sale.

The new development, according to its manufacturers, is similar to the conventional line-casting machine in that distribution, storage, and shape of matrices remain unchanged. However, metal pot, mold disk, and molds have been eliminated, and the cam shaft moved to the right in order to provide space for a camera mechanism which supplants the casting function. The machine is designed for operation either manually or in conjunction with the Teletypesetter. It produces either film positives, or positive type as a photoprint on paper.

After assembly of matrices (each of which carries white characters on a black background instead of punched characters), an entire line is photographed. The path of matrix travel has been cleared to avoid unnecessary wear of matrices. Twelve-point, two-letter matrices are used, and the manufacturers stressed that both positions may be used in the same line by employing upper and lower rails. All matrices are made on universal alignments.

By an arrangement of "focusing stops" the undistorted magnification or reduction of type is possible, the company says. When the character design is suitable, the following point size images may be obtained from a 12-point font of Linofilm matrices: 36, 30, 24, 21, 18, 16, 14, 12, 10, 9, 8, 6.

The Linofilm operates normally at 8 lines per minute whether operated manually or by Teletypesetter. Time consumed in automatic stops for exposure does not reduce the operating speed except in the case of some enlargements.

Controls include a device for cancelling erroneous lines, an arrangement for varying space between lines from 1 to 12 points, and a stop to prevent the last line from being distributed whenever composition is interrupted.

The film may be used directly for making deep etch offset plates or may be screened for gravure cylinders and plates. Also, it may be contact-printed for albumen offset plates or photo-engravings. Certain illustrations may be used in conjunction with the types and photographed in position.

The Linofilm is equipped with a film holder attached to the camera head by means of a clamp. The spool holds 60 feet of film and is readily removable for dark room processing. Additional film holders may be provided where uninterrupted composition is required, and various widths of film can be used where found economically desirable.

New Type Color Prints

An improved photographic color print, made from transparencies for reproduction in the graphic arts, has been announced by Frank Miller Laboratories, Dept. L. M., 846 N. Fairfax, Hollywood. The new process, using "Multi-Hue" dyes, is now being incorporated in the firm's Chromart prints. A full range of dyes has been perfected after eight years of work, the company reports. The prints are furnished to advertising agencies and graphic arts firms on a nationwide basis.

■

Folder on Printing Rubbers

A new four-page catalog section on its printing rubbers and associated materials has been published by The B. F. Goodrich Company, Akron, Ohio.

After describing the uses of rubber for many types of printing, the catalog section lists the recommended services and gives maintenance tips on inks, plate washing and storage. Detailed information is provided on engraving rubbers, including their construction and a table of specifications on each of the grades.

●

Announces Small Camera

The "Scotchman" camera, designed for reproduction work on offset duplicators up to 10 x 14" in size, has been announced by Schaefer Industries, 21 Steuben St., Addison, N. Y. The camera has a Wollensak color corrected process lens, and is a darkroom type. Kodak contact screens are used. The company also offers a line of larger cameras, whirlers, retouching stands, and other products.

●

W. Va. Issues Booklet

An illustrated booklet "Printing as a Career" was issued recently by the department of Printing and Publishing, West Virginia Institute of Technology, Montgomery, W. Va. It describes training courses offered.

●

Folder Describes pH Meter

A four-page folder describing in detail the Beckman glass electrode pH meter with a dial indicator has been issued. It is available from the National Chemical Laboratories, 820 Mission St., South Pasadena, Calif.

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FREE SAMPLE PORTFOLIO. Write on your business letterhead for free samples of Gilbert Lancaster Envelope Bond envelopes, for testing in your own office. Portfolio also contains representative group of all new-cotton-fibre Gilbert Quality Papers, for every business writing and record purpose.

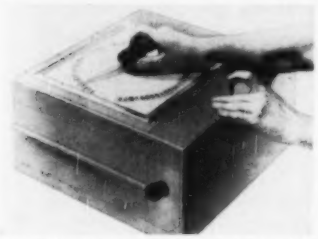


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Device for Display Photo Type



The Headliner device sets display type, producing film or photoprint images.

A machine which sets display photo type, producing photographic prints of a variety of faces and sizes, was introduced at the Graphic Arts Exposition, Chicago, by Multi-Ad Services, Inc., 720 N. Jefferson, Peoria, Ill. The machine, called the Headliner, has a dial on which the operator turns a pointer for each letter or character wanted, and the press of a button exposes the image on a 35 mm photo print paper. At present there are five master type discs, from which a variety of sizes can be made. The device can be placed on a desk, and measures 18 x 18 inches.

Lines of display type can be set in a short time, it is claimed, and development takes a few minutes. Letterspacing can be controlled. Photoprints or negatives can be produced, it was said. Information is available from the company.

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Offers Color Separation Lights

A color separation unit for lighting copy which utilizes fluorescent tubes and filtered light is being offered to lithographers by the Electric Supply Corp., 701 W. Jackson Blvd., Chicago 6, Ill. A cool light, without glare, is provided, and camera filters are unnecessary with the unit, the company says. The equipment can be plugged into any standard electrical outlet. Further details are available from the manufacturer.

•

Booklets on Dexter Machines

Illustrations and descriptions of the graphic arts machines distributed by Dexter Folder Co. are contained in a digest-size booklet issued by the company. Machines in the line include Dexter and Cleveland folders, Christensen stitchers, feeders, bronzers, and varnishers, Brackett trimmers, Dexter metal sheet feeders, and other equipment. Copies are available from the company's general sales offices, 330 West 42 St., New York 18, N. Y.

•

New Padding Press

Turner Printing Machinery, Inc., with offices in Cleveland, Chicago, and Detroit, has announced that it is now exclusive distributor of the Magic Padding Press which is manufactured by the Hoffman Manufacturing Co., Cleveland, Ohio. The press is designed to quickly lock a stack of paper in place, and apply pressure up to two hundred pounds. The company says there are no screws to turn, or nuts to tighten.

Two sizes are available: 12" width —which takes a lift of paper up to 16", and an 18" width taking a lift up to 24".

Further information may be obtained from Turner Printing Machinery, Inc, 2630 Payne Avenue, Cleveland.



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Anonymous

Only Litholine Ortho is able to properly render this "Old Master" of the black cat in the coal cellar at midnight.

Only Litholine Ortho has that extra density, that ability to hold the most delicate highlight dots without sacrificing the shadow dots, the freedom from fog, the wide latitude.

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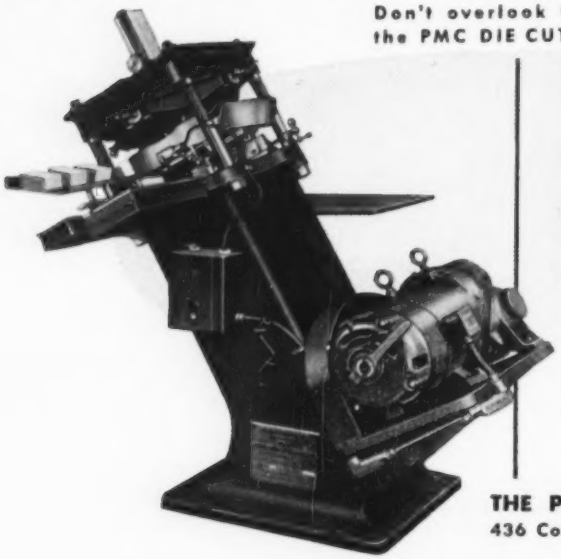
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"The fountain etch that prevents 'Roller Stripping' "*

If you want something to keep plates clean, to save on dampeners, and to prevent roller stripping — Dubelife Water Fountain Etch is the product that you want. Try it and see for yourself.

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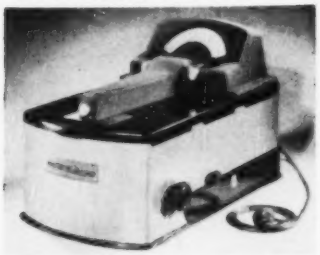
PRESSMAN'S PLATE ETCH — GRAPH-O-PAKE
KEEN PLATE DEVELOPING INK

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MANUFACTURERS OF LITHOGRAPHIC SPECIALTIES
SOMERTON, PHILADELPHIA, PA.

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* Roller Stripping—Inking Rollers that refuse to take ink.

New Macbeth Densitometer



The Macbeth Corporation, Newburgh, N. Y., has announced the new Macbeth-Anaco color densitometer, an ultra-sensitive precision photometer said to have a wide range of uses. The instrument permits accurate measurement of color densities in narrow spectral ranges, as well as visual densities over an unusually wide range, the company says. With accessory equipment, reflection densities of opaque samples and transmission densities of liquids also can be measured.

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Book on Sensitometry

Elementary Photographic Sensitometry, C. B. Neblette & H. N. Todd, Rochester Institute of Technology, Rochester, N. Y. 100 pages, $3.00.

Sensitometry is a subject about which too many photographers know too little. The use of a densitometer in lithographic plants could do much to improve results—particularly in color reproduction.

The technique of photographic sensitometry was evolved from the need for determining the speed of emulsions. Sensitometry permits the complete analysis of emulsion characteristics and in the laboratory it is employed for investigation and control. In the lithographic plant sensitometric control would provide a means for standardizing procedure and evaluating results with greater accuracy than by visual appraisal.

For the student, as well as the experienced but "rule of the thumb" craftsman, "Elementary Photographic Sensitometry" is an ideal text for approaching a somewhat confusing subject. Written specifically to meet the needs of a particular class in photographic technology at the Rochester Institute of Technology, this book is an ideal introduction to the subject of sensitometry.

The 20 chapters include the following — Sensitometers, Threshold Speeds, Measurement of Density, Gamma, Time-Gamma Curves, Filter Factors, Tone Reproduction, etc.

Within its pages is crammed a wealth of information which is applicable to all photographic endeavor.—H. P. P.

•

Folder Describes Static Units

Illustrations and details of static eliminating equipment and applications to offset presses, letterpresses, varnishing machines and other machinery, are contained in a folder just issued by Chapman Electric Neutralizer Co., Portland 6, Maine. Copies are available from the company.

•

Technical Bulletin on Chemicals

A new technical bulletin for the photo-pure and technical grades of Maas anhydrous sodium sulphite has been issued by the A. R. Maas Chemical Co., Div., Victor Chemical Works, South Gate, Calif.

PRE-PRESS WAX TEST

Checks Coating Pick



You'll save time, money and headaches on any printing job by pre-run testing of the paper. For real help in predicting the behavior of stock on the press use DENNISON STANDARD PAPER TESTING WAXES. The graduated adhesive properties of these waxes provide you with working estimates of coating pick and bodystock strength.

Constant laboratory control and exacting standards of manufacture make these waxes a reliable measuring instrument.

For a pamphlet giving details of DENNISON STANDARD PAPER TESTING WAXES, write Dennison Manufacturing Company, Dept. ML, Framingham, Mass.

This improved test is recognized by the Technical Association of the Pulp and Paper Industry (TAPPI Method T459m-45)

Dennison

STANDARD

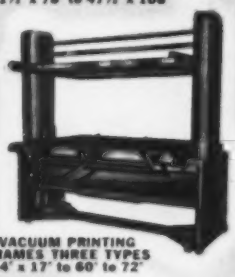
PAPER TESTING WAXES

1ST CHOICE IN LITHO PLATE EQUIPMENT

It's Brown... It's Best...



TEMPERATURE CONTROLLED SINK
31½" x 78" to 47½" x 108"



VACUUM PRINTING FRAMES THREE TYPES
14" x 17" to 60" to 72"



PLATE WHIRLERS
20" x 24" to 52" x 76"



STAINLESS SINKS
22" x 28" to 52" x 76"



LAYOUT TABLES
20" x 24" to 60" x 77"



ARTIST'S RETOUCH TABLE
20" x 36"

EIGHTEEN years of manufacturing lithographic plate making equipment has resulted in the development of the finest line of efficient, dependable sinks, whirlers, printing frames, layout tables and practically every other major item of equipment used in your plate room. From the temperature controlled sink which holds developing baths to the desired temperature on through to the artist's retouch table which steps up the efficiency of your color separation work through its excellent design, you will find that every machine in the entire line will give you years of dependable service with little or no maintenance cost.

Write today for complete catalog

W. A. BROWN MFG. CO.
2035 Charleston Street
Chicago (47) Illinois

Schultz DEEP ETCH chemicals

Proved dependable and economical in leading litho plants for more than a decade You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

Booklet on Photo Stains

"Stains on Negatives and Prints," is the title of the latest technical booklet to be issued by the Eastman Kodak Company, which tells how to identify photographic stains, and, whenever possible, how to remove them.

Breaking stains down into two general classifications—one for white stains, and another for yellow and brown stains—the booklet describes methods of identifying stains by appearance, solubility, and by stage of appearance in processing. It then discusses what can be done about the situation in each case.

The book is illustrated with a number of photographs showing different types of stains. It also contains charts which summarize information on various types of stains, their prevention, and removal. A bibliography of additional reference material on the subject is printed on the back of the booklet.

Copies are available for a small charge through Kodak dealers.

•

Distributes Art Reproductions

Lithographed reproductions of the painting "Stone City" by Grant Wood, were distributed last month by Mohawk Paper Mills, Inc., Cohoes, N. Y. The reproductions illustrate quality on various types of the company's paper stocks. Also distributed were letterpress reproductions of a wood engraving "Noonday Shadows," by Asa Cheffetz.

•

New Gilbert Papers

The addition of Gilbert Vellum, 25% new cotton fiber, to the company's line of papers has been announced by the Gilbert Paper Co. Menasha, Wis. The paper has a laid finish suitable for letterheads and the surface is receptive to writing and printing processes, especially lithography, the company says. Samples of the new sheet are offered by the company.

The company also announced the introduction of a 100 percent new cotton fibre envelope bond paper, called Lancaster envelope bond. The new envelope paper has the Gilbert fast-sealing feature which was announced recently by the company. Samples for testing are offered by the company.

•

Predict High Adv. Volume

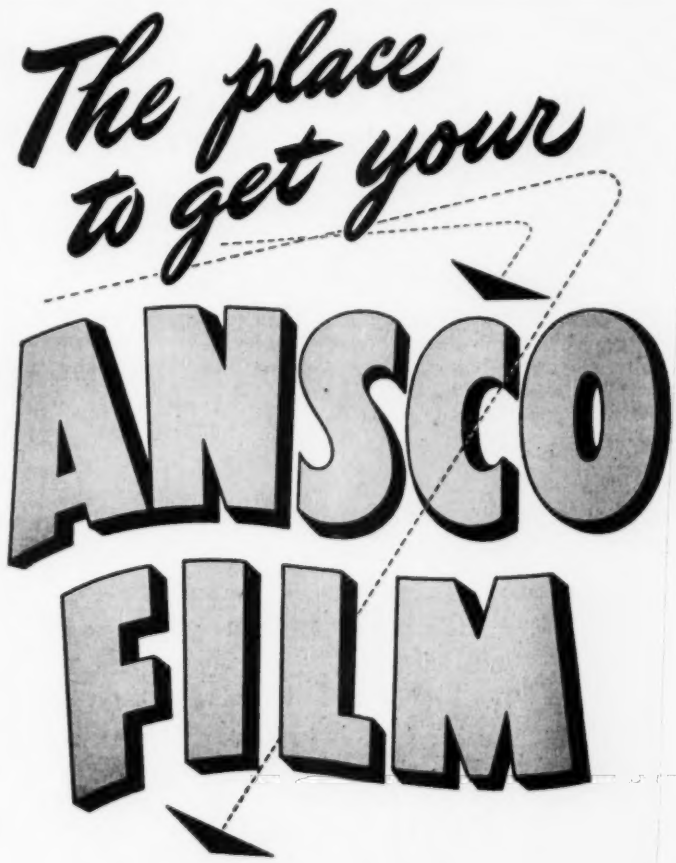
Continued high advertising volume was predicted for the next 15 months by leading national advertisers last month as they convened at Chicago's Drake Hotel for the annual convention of the Association of National Advertisers.

CRAFTSMEN

(*Continued from Page 77*)

and bi-metal plates was held, as well as discussion on such topics as conventional platemaking, air conditioning, and static elimination. It was said that zinc may become a critical metal during and following another war, and that lithographers should be studying other metals for plates.

In the letterpress clinic, held at the same time in a smaller meeting



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653 Tenth Avenue
NEW YORK 19, N. Y.

Suppliers of Copper, Zinc, Chemicals and Equipment to the Graphic Arts for the past 49 years.

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STAINLESS STEEL
GRAPHIC ARTS PROCESSING EQUIPMENT

Finest Quality 18-8 High-Luster Satin Finish Stainless Steel • Engineered Design

HEAVY DUTY SINKS - TRAYS
UTILITY SINKS-PLATE TROUGHS

All scientifically designed for faster, better work and ease of handling plates and film. LEEDAL Exclusive Features include Heli-arc welded joints, master crafted construction, extensive size range.

Custom-built Equipment Made-to-Order.

SEE YOUR SUPPLY HOUSE SALES REPRESENTATIVE OR WRITE TODAY FOR ILLUSTRATED CIRCULAR No. L249.



OFFSET PLATE TROUGH

Sturdy gage, High-Luster Satin Finish Stainless Steel. Complete with stand, perforated brass spraypipe—full length of trough. 1½" Stainless Steel standpipe. Steel storage shelf with front and back stop. Lattice drain rack of kiln-dried wood, smooth rounded edges.

LEEDAL STAINLESS STEEL PRODUCTS, INC., 2707 South Wells Street, CHICAGO 16, ILLINOIS



VINYL LACQUER

For Deep-Etch or Albumen Plate
Super acid resistant

NATION-WIDE SERVICE

BOSTON	Bridgeport Engravers Supply Corp.
BUFFALO	Graphic Arts Supply Company
CHICAGO	Graphic Arts Supply Company
CINCINNATI	McKinley Litho Supply Company
CLEVELAND	Arnold P. Pahler Supply Co.
DETROIT	Alco Ink & Supply Company
FORT WORTH	Texas Offset Supply Co.
KANSAS CITY, MO.	Lithographers Supply Co.
LOS ANGELES	The Smart Supply Company
MILWAUKEE	Badger Litho Plate Graining Co.
MINNEAPOLIS	Automatic Print. Equipment Co.
NEW YORK CITY	Medo Photo Supply Corp.
ST. LOUIS	Rissmann Graphic Arts Supply Co.
TOLEDO	Toledo Lithograin & Plate Co.

GORDON BARTELS CO., ROCKFORD, ILL.
ORGANIC COATINGS - GRAPHIC CHEMICALS

room, the Time panel presented the program on research developments, following its presentation at the offset clinic. Joseph Chanko, general manager, Conde' Nast Press, Greenwich, Conn., delivered a major address at the letterpress session. In another clinic on photo-gelatin printing, Thomas D. Hook, Black Box Photo & Collotype Studio, Inc., Chicago, was the speaker, assisted by other members of the firm.

The club management luncheon, presided over by Mr. Holmquist, was held Tuesday noon, and speakers included Mr. Winkler, Amadeo Tommasini, San Francisco; Thomas P. Mahoney, Chicago; Michael Stevens, New York; and Frank Bartojay, Chicago. The afternoon again was devoted to the Graphic Arts Exposition, and a buffet supper was provided for Craftsmen at the Saddle and Sirloin Club.

Wednesday morning clinics included copy preparation and typography. Clint Conrad, Vogue-Wright Studios, Chicago, had charge of the copy clinic, and was assisted by other staff members. A large exhibit of various copy media and reproductions was arranged.

The annual banquet and dance was held Wednesday evening, concluding the convention. The ladies' program included a full schedule of sightseeing, theatre trips and other events. Buses were provided daily to and from the exposition, for Craftsmen, and visits were arranged in many Chicago plants. Offset plants opened to visitors included Newman-Rudolph Lithographing Co., I. S. Berlin Press, and Inland Press.★★

MATERIALS CONTROL

(Continued from Page 42)

ment where the following verifications are made:

1. Compare quantity and description on invoice with receiving report and purchase order
2. Check unit prices listed on invoice with those shown on purchase order
3. Check arithmetical accuracy of all extensions and additions
4. Verify that correct trade and cash discounts have been taken

The vendor's invoice is then ready for payment.

The Debit and Credit Memo

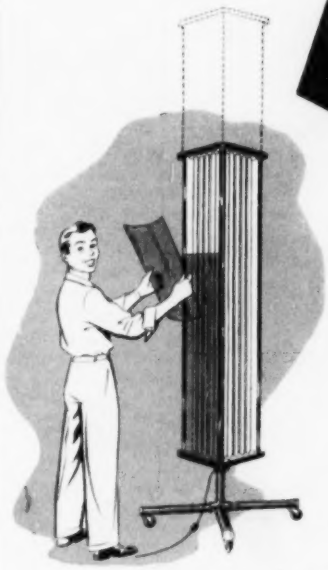
At the time the purchasing agent checks the vendor's invoice against the purchase order, receiving report and purchase requisition, he will make whatever adjustments are required. These adjustments may be occasioned by:

1. Material shortages
2. Variations in quality from kind ordered
3. Patent or latent defects
4. Differences in unit prices

Then too, the accounting department may pick up errors in extensions or footings. All such adjustments are listed on a debit memo, if a deduction from the invoice, or on a credit memo, if an addition to the invoice. The debit or credit memo is signed by the purchasing agent, the original of the form is sent to the

now . . . MORE EFFICIENT COLOR SEPARATION

ESCOLOR ROTARY MULTI-COLOR FIXTURE



Improves Negative Quality

Eliminates Hot Arc Lamps

Here is a lighting fixture that is far more efficient than carbon arc lamps. Four different colored lamps and filters completely eliminate need for camera filters—produce a cool, glareless light that never wavers, never curls copy and simplifies retouching. Long, 72 inch tubes can be raised up to 36 inches for centering on copy. Just plug into any standard outlet and fixture is ready for use. No maintenance problems—nothing to go wrong. Wattage consumption only 350 watts per lamp.

Low Price—Only $795.00 Per Pair

For further details contact

ELECTRIC SUPPLY CORP.

701 W. JACKSON BLVD. CHICAGO 6, ILLINOIS

OH, YES!

WE HANDLE THE FINEST

CHEMICALS

AMMONIUM BICHROMATE
ALCOHOLS
DEVELOPERS
FIXERS
GUM ARABIC
HYPO
OPAQUE

EQUIPMENT

ARC LIGHTS
CAMERAS
PRINTING FRAMES
SINKS
TRAYS
WHIRLERS

AND SUPPLIES

ART MATERIALS
BRUSHES
CARBONS
FILM
KNIVES
MAGNIFIERS
TRAYS

BUT!

WE ALSO ASSURE YOU

PERSONAL SERVICE

SINCE 1905 DOM YOUR GRAPHIC ARTS SUPPLIER

G. C. DOM SUPPLY CO.

125 E. PEARL, CINCINNATI 2, OHIO

EUREKA

A Successful Company Built on Recommendations

From the copy to the proof to the press plate, more and more lithographers depend on our services to keep their presses running without loss of time.

Eureka renders an unsurpassable service, backed with an organization of skilled craftsmen who have years of experience, yet trained to use modern methods combined with up to the minute facilities.

But above all—Eureka always exercises a sincere determination to satisfy the customer. Under this policy we have grown to be a leader in the field of offset platemaking.

If you have a troublesome job on your hands send it to us, we can help you.

EUREKA

PHOTO OFFSET ENGRAVING INC.

Color Engravers For The Lithographic Industry

233 Spring Street, New York 13, N. Y.

vendor and the duplicate is attached to the invoice.

Physical Inventories

It is very important from the standpoint of both the financial well being of the lithographer and efficient management that, where considerable amounts of stock, material and supplies are physically in the plant, suitable storage space for such material be provided to prevent loss from damage by dirt, wear and tear, fire, water, pilferage and other causes. If possible, all material not being used for jobs in process should be placed in a separate storeroom under the fixed direct responsibility of an employee.

If proper control is to be maintained over inventories, it is highly important that physical inventories be taken periodically. A complete physical inventory is taken of all items at the close of the fiscal year. Supplementing this annual inventory, it is the practice of some lithographic firms to take physical inventories at various times throughout the year, checking different parts of the inventory continuously. Each item should be checked three or four times a year. Of course it is preferable to check material when the inventory is low.

Perpetual Inventory Record

Raw material, finished goods and supplies inventories are controlled by the perpetual stores inventory record. For every purchase made by the purchasing agent of raw material or supplies and for each item of finished goods, a separate entry should be made on the perpetual stores inventory record. An individual card is prepared for each item carried in the raw material, finished goods and supplies inventories.

Because of its prime importance, a sample perpetual stores inventory record form is reproduced herewith, (Pg. 41) as adapted to the inventorying of paper stock.

As will be noted, the perpetual stores inventory record lists the following data:

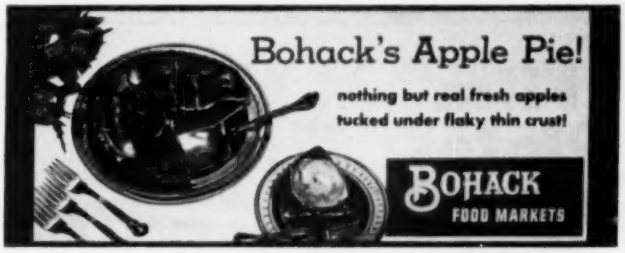
1. Description of the item
2. Location of stock
3. Name of vendor
4. Minimum and maximum quantities to be carried in inventory
5. Date
6. Purchase order number
7. Quantity ordered
8. Quantity received
9. Quantity issued—with job numbers indicated
10. Balance on hand
11. Cost rate
12. Value in dollars

For finished goods perpetual inventory record cards, essentially the same data is recorded except that the job order number is listed rather than the purchase order number.

It is important that there are always sufficient minimum amounts of material on hand to cover orders received and in prospect. When the balance on hand drops below the minimum, the purchasing agent is notified that the material in short supply should be reordered.

The Stores Requisition

The issuance of material from the stock room should be made *only* on the authority of approved stores



FALPACO Quality is required for the finest reproduction of food products

These two Bohack car cards are ideal examples of how maximum appetizing appeal for food products may be obtained through the use of Falpaco Coated Blanks and offset lithography. The new brighter, white Falpaco assures greater color contrast, maximum realistic reproduction and perfect register.

These two car cards were lithographed in 6 colors on 5 ply Falpaco Blanks, single coated one side for offset, by the U. S. Printing & Lithograph Company of Mineola, L. I. for the H. C. Bohack Company, Inc. They were laminated with Lam-Cote after being lithographed.

Specify Falpaco Quality for your next job—for car cards or point-of-sale displays — and be sure of Maximum Appetizing Appeal. Ask for samples and prices.

Distributed by Authorized Paper Merchants from Coast-to-Coast

FALPACO FALULAH PAPER COMPANY

New York Office: 500 Fifth Avenue, New York 18
Mills: Fitchburg, Mass.



requisitions. The stores requisition should include the following:

1. Date requisition issued
2. Quantity needed
3. Description of material needed
4. Job number to be charged
5. Quantity issued
6. Cost rate
7. Signature of person requisitioning the material

The stores requisition should be prepared in duplicate—both copies being sent to the stores inventory clerk. Upon filling the requisition, one copy is retained by the stores clerk who forwards the other copy to the accounting department. The stores clerk posts the requisition to the perpetual inventory card so that this record will show at all times the amount of stock on hand. The accounting department charges the cost of the material listed on the stores requisition to the job cost summary or to the department using the material.

Where purchases of material are made for special jobs these purchases are not recorded in the perpetual stores inventory record but are charged directly to the job cost summaries.

Material Supplied by Customer

Not infrequently a lithographic job will be sold under an agreement whereby the customer supplies the paper going into the job. Whether the lithographer agrees to account for the number of sheets supplied or not—either through finished stock, spoiled sheets or unused sheets, it is imperative that proper safeguards be placed about the material when it is delivered to the lithographer for processing. A perpetual stores inventory record should be prepared for the customer's stock delivered and stores requisitions should be used to record the use and movement of the customer's stock. Of course, the stores requisitions should be marked plainly as being for stock supplied by the customer and accordingly will not be priced.

Perpetual Inventories

A perpetual inventory of materials and supplies, maintained through the use of the card system explained heretofore, is very necessary in an efficient lithographic plant and many farsighted lithographers find that they can increase efficiency and reduce spoilage, waste and pilferage through the installation of a perpetual inventory system.

Check-ups of materials by physical count and inspection should be made periodically and compared with the perpetual inventory records. Differences which are noted between the physical count and the perpetual inventory records should be run down and adjusted. These differences may be the result of numerous causes and must be investigated thoroughly to determine the reasons for the discrepancies and what steps should be taken to prevent recurrences.

Conclusion

The installation and use of a material control system admittedly results in more paper work, and more attention to bothersome details. This is inevitable. There is no doubt that material control adds additional work to the normal procedures.

However, material control reduces expenses. A business without a per-

Film
Plates
Cameras
Paper
Lights
Equipment
Tissues
Screens
Chemicals

EVERY PHOTO ESSENTIAL FOR THE LITHOGRAPHER

AT "THE" CENTRAL SOURCE OF SUPPLY
NORMAN-WILLETS

Here at NORMAN-WILLETS your photo needs are accurately and promptly filled from our large stock-on-hand and then speedily sent on their way . . . this, plus products of unsurpassed quality and the right price are part and parcel of NORMAN-WILLETS service. A service that has continually won new customers and pleased old ones for over 30 years . . . a good reason for you to concentrate your buying of photo supplies and equipment at NORMAN-WILLETS.

LITHOGRAPHIC TECHNICAL FOUNDATION

NORMAN-WILLETS GRAPHIC SUPPLY CO.
105 N. WACKER DRIVE • CHICAGO 6, ILLINOIS
RAndolph 6-8300

First Source for over 30 Years
FOR QUALITY PHOTO EQUIPMENT AND SUPPLIES

petual inventory has to go to the very difficult, very costly, and very time-consuming task of counting, listing, valuing and extending which is connected with the taking of an inventory whenever it wants to find out where it stands with some degree of accuracy. Even without cost accounts, it is apparent that a complete physical inventory-taking costs a lot of money. While a perpetual inventory is no substitute for physical inventory, it does eliminate the necessity of taking complete physical inventories at short intervals.

A material control system is an extremely valuable managerial tool. It results in the curtailment of unnecessary waste and spoilage; the lessening of theft and pilferage; the minimizing of losses due to obsolesence, deterioration and ordinary wear and tear; the freeing of funds which otherwise would be tied up in excessively heavy inventories; the reordering of stock before amounts on hand reach dangerously low levels; and the assurance of correct cost and financial statements. Efficient up-to-date lithographers use this tool—others should.★★

EXPOSITION

(*Continued from Page* 52)

sold to the Geo. F. Mc Kiernan Co., Chicago, for erection after the show. Also shown was a 76" offset press, available in single- or multi-color units and a 61-inch single color rotary, of multi-unit design for letterpress. Commercial uses of offset shown in display of labels, posters, greeting cards, etc, printed on Miehle presses.

Booklets were distributed listing purchasers of Miehle presses. Visitors were taken on tour of Chicago factory and Chicago plants having Miehle installations. Carl Mellick, vice president, in charge of sales, mentioned that the exposition was a sort of 60th birthday anniversary celebration for the company.

Macbeth Arc Lamp Co., Philadelphia. Different types of lamps with solenoid controls shown, including new line of motor actuated models. Other items shown were printing lamps for both Lanston and Rutherford photocomposing machines and a Chromocritic color transparency viewer. Iredell Eachus, Jr., engineer, and J. D. Maas, salesman.

National Association of Printing Ink Makers. Over 10,000 persons entered the N.A.P.I.M. booth, where intricate scientific instruments told a story of the care ink makers give to the production of high quality printing inks for general and special purpose use. Theme of the exhibit was "Printing Ink, Your Best Salesman. Developed and Controlled Through Research." Visitors were presented with colorfully printed booklet, "Printing Inks of Today," which relates the industry's story. In charge was Dr. Wm. C. Walker, associate research director of the National Printing Ink Research Institute, Lehigh University, Bethlehem, Pa. Assisting him on different days were representatives of some 15 Chicago ink firms and branch plants located in Chicago.

Find The Answer to Your Ink Problems in our "Showcase of Achievement"



Mellowed to perfection by Craftsmen who are proud of their achievements in the field of Graphic Arts.

SUPERIOR PRINTING INK CO., Inc.

295-309 Lafayette Street, New York 12, N. Y.
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CLASSES IN COLOR MATCHING

Two classes annually. Instruction in Speedy and Accurate Color Matching from a simple range of stock colors.

OPEN TO PRESSROOM KEYMEN

• DIE CUTTING
• EMBOSSING
• FOLDING
• BOXING
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• COLLATING
• INTERLEAVING
• FINISHING
• GUILLOTINE CUTTING

Catering to the
GREETING CARD, STATIONERY
and
GRAPHIC ART INDUSTRIES

THE LARGEST MECHANICAL PLANT IN THE EAST
OPERATING DAY AND NIGHT • SHEET SIZES TO 52 x 74
For service • NEW YORK OFFICE, FOUNDATION 8-1400
BOSTON OFFICE, LIBERTY 2-2268

This can contains more than just ink!

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as " a dependable source of supply."

SINCLAIR & CARROLL CO., Inc.

LITHO—INKS—OFFSET

591 Eleventh Avenue
New York City
Tel. Plaza 7-2470

CHICAGO
140 W. Superior St.
Tel. SU 7-3481

LOS ANGELES
1512 Santee St.
Tel. Prospect 7296

SAN FRANCISCO
345 Battery St.
Tel. Garfield 5634

NuArc Co., Chicago. New N 110 arc lamp shown and demonstrated by John Schulteis, vice president. The lamp's features include "guaranteed intensity and color temperature."

Nygren-Dahly Co., Chicago. First showing of new automatic feed, combination rotary perforator, making both round and slot holes in one operation, said to be first of this type available. Also demonstrated was the "N-D" line of multiple spindle or automatic single spindle paper drills, heavy power punching machines and a hand-fed rotary slot hole perforator, either 19 inch or 24 inch. Henry C. Nygren, president.

Northwest Paper Co., Cloquet, Minn. Various brands and types of paper for the offset printer promoted. Original oil paintings shown of the "Mountie" policeman used for years in company advertising. C. Pedersen, advertising manager, and J. T. Harrison, promotional manager.

Oxford Paper Co., New York. Pictures and charts showed mill operations for production of paper for the three basic printing processes and a large display made of end products using Oxford papers. V. B. Talliaferro, manager, advertising and sales promotion.

Oxy-Dry Sprayer Corp., Chicago. A positive powder control device which has been in successful use for letterpress work has been developed for application to offset, Paul S. Rosewall, general manager, announced. At the same time the company's anti-offset sprayers and powders used by lithographers have been perfected for use in letterpress, he said. Also demonstrated was the Bista hand-cut overlay method for pre-makeready.

Paasche Air Brush Co., Chicago. Latest improved offset preventive equipment, both wet and dry and combination units shown and demonstrated. Also artists' guns, humidifying units for pressroom and storage space, press room air washers, ventilation systems, spray booths and other equipment. Photomurals showed actual installations. Harry S. Thal, of graphic arts department in charge.

Pictorial Machinery, Ltd., London, Eng. Regal precision dark room, 30 x 30 inch color camera with 36 inch lens, controlled from dark room, displayed. Lithotex Junior, autofocus step and repeat camera, standard in England but new in U. S., shown. Chicago show is company's first serious venture on the U. S. market, Erik O. Corkett, managing director, stated. He reported much interest in this quality line of British litho equipment.

Harold M. Pitman Co., Chicago. Only product shown was a new band sawing machine for cutting flush mounted engravers cuts. Item just added to Pitman line and rushed to the show. Joe Meyer, salesman and demonstrator.



RELIABLE LITHOGRAPHIC PLATE CO., Inc.

The Pioneer Plate Grainers of America

ALL PLATES
INCLUDING THOSE REGRAINED FOR MULTILITH
ARE MARBLE GRAINED

"RELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—*they are reliable!*

We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

MILL SELECTED METAL USED EXCLUSIVELY
(MADE IN U.S.A.)

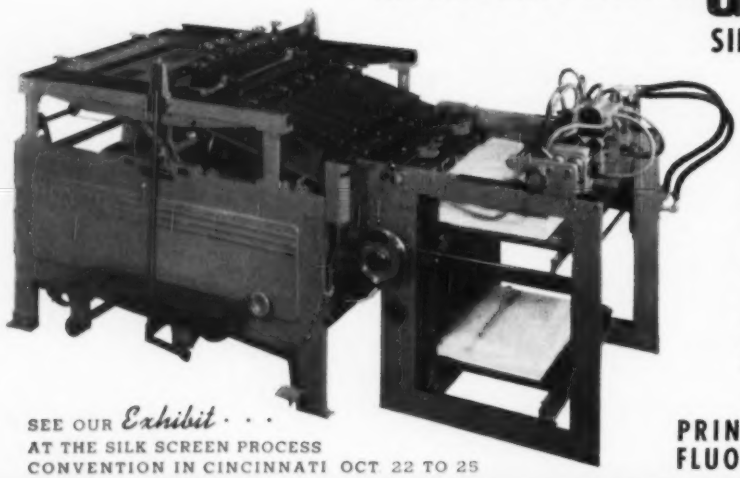
A trial order should "sell" you our services and products.

RELIABLE LITHOGRAPHIC PLATE CO.
INCORPORATED 1915

17-27 Vandewater St. *and* 45 Rose St., New York, N. Y. • Phone: BEekman 3-4542 3-4531

Silk Screen NOW PRODUCES *QUALITY* IN *VOLUME*-

INVESTIGATE ★★★★ **GENERAL**
SILK SCREEN PRESS



800 TO 1800 IMPRESSIONS PER HOUR .... AT HAIRLINE REGISTRATION

HANDLES PAPER, PLASTICS, CARDBOARD, METAL.

PRINTS ALL TYPES OF INKS, PAINT, LACQUER, ADHESIVES

NO MORE TACKING SILK. STENCILS REQUIRE NO FRAMES FOR STORAGE

HALFTONE PRINTING UP TO 133 LINE SCREEN

SEE OUR *Exhibit* . . .
AT THE SILK SCREEN PROCESS
CONVENTION IN CINCINNATI OCT. 22 TO 25

PRINTS ALL THE NEW FLUORESCENT COLORS

GENERAL RESEARCH & SUPPLY CO.
572 SO. DIVISION AVE. • GRAND RAPIDS, MICHIGAN

Printing Machinery Co., Cincinnati, PMC die cutting presses and other specialty equipment was demonstrated. Lee Augustine, president, was on hand.

Roberts & Porter, Inc., Chicago. Vertical and horizonal Speedjacket for litho rollers demonstrated. Supplies and services for the lithographic photographer, artist, platemaker and pressman explained and literature distributed. First showing of the new Crane-Rudolph Co.'s Magni-Scriber, for the litho artist, for which R. & P. will be distributor. Plant visits arranged for visitors. Hugh L. Adams, Jr., president, and other officials, technical men and salesmen.

Rapid Roller Co., Chicago. First showing made of Mercury super offset form rollers for improved water control now available in standardized model; also offset rollers for heat set inks, dampener rollers, Mercury ebonite roller, to eliminate stripping; coating rollers and others for specific purposes. Mercury lithographic blankets for conventional oil base ink, for Vapolith or modified heat set inks; for tin lithographing; gloss inks and gravure work. Color transparencies showed views of factory operations and Rapid Roller's automaton, the "Laughing Man," kept visitors in good humor. B. P. Nillis, vice president.

Rathbun & Bird Co., New York. Automatic paper lift for handling any width of stock in loads up to 4,500 pounds, with extension delivery for cylinder presses. Time and labor saving features stressed in demonstrations directed by Carl Bergstrom, president.

R. R. Robertson Co., Chicago. Displayed and demonstrated was a new improved type 31-inch overhead color precision camera with extreme flexibility and the simplicity of a low bed camera. Known as the "Mechanical Camera Man." Also shown, an electrical mechanical diaphragm control —Iritrol—for sequencing and controlling exposures, and a new model stainless steel temperature control sink. Joseph Van Cata, general manager.

Southworth Machine Co., Portland, Me. Full line of equipment, including envelope presses, joggers, punches, corner cutters and others. Demonstrated by large staff, directed by Robert Colomy, sales manager.

St. Regis Sales Corp., New York. Background panels of booth told the story of St. Regis integration from trees to pulp to paper stock. Flow lines from mills led to types of paper for five different uses. Reprints of trade paper advertising and other sales tools presented. Dramatically stressed was the theme of economy on three points, conservation of natural resources, production economy and economy through selectivity. M. J. Grandbois, manager, merchant sales.

Strong Electric Corp., Toledo, O. Premier showing made of new Graf-arc 140 ampere overhead printing lamp, lamp for horizontal printing frames equipped with 45 degree angle mirror for throwing light downward. Another lamp for vertical frames and

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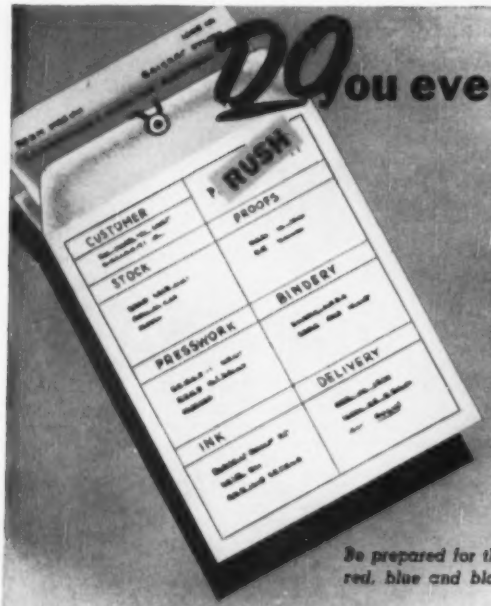
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a 95 ampere Grataro camera lamp shown. A. J. Hatch, vice president, engineering.

Turner Printing Co., Cleveland, O. Displays drew attention to printing equipment made by leading supply firms for which company is distributor. Joseph Wertheimer, president and manager, Chicago office, and other staff men.

Walton Laboratories, Inc., Irvington, N. Y. Walton humidifiers for industrial and residential use shown. Humidifying sprays shown in actual use. John B. Felderman, advertising manager.★★

PIA CONVENTION

(*Continued from Page* 55)

favor of lithography for long run color printing." If they prove successful, he added, and are widely used for web offset printing, lithography would be able to compete on an even basis with both letterpress and gravure processes in the field of long run multi-color printing.

Most lithographers, Mr. Morse continued, are more interested in improvements now being perfected in albumin and deep etch platemaking procedures, including development of surface treatments, new desensitizing agents, substitutes for albumin, etc., also in quickly processed, flexible, acetate offset plates which offer economies on short run lithographic production.

In an examination of "Pressroom Developments," Russell J. Hogan of Wilson H. Lee Co., Orange, Conn., said manufacturers of offset presses have made significant progress through improvements for reducing down time, by means of more easily adjustable guides, grippers, clamping devices, registering mechanisms and pressure adjustments for impression and blanket cylinders. Improved inking and dampening mechanisms and automatic wash-up machines, he said, make short runs more economical. Among other devices to increase pressroom production he cited ink agitators, fountain dividers, perforator attachments, infra-red driers, dampening roller cover machines, wash-up machines, color control measuring gauges, humidity control and static eliminators, with others for all printing processes.

C. Howard Thomas of National Publishing Co., Philadelphia, in the fourth of the technical talks, said in his discussion of "Bindery Developments" that one thing badly needed in the bindery is better materials handling devices and procedures which would eliminate "just plain porter work."

In a Wednesday afternoon series of "experience clinics, reports were presented on practical use of post war equipment in the composing room, pressroom, bindery and platemaking department. Among panel members at the various concurrent sessions were the following representatives of lithographic firms, with the topics each discussed:

Lawrence Brehm, Western Printing & Lithographing Co., Racine, Wis., who spoke on "Camera Work, Color Separation, Etc.;" T. P.



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Mahoney, Regensteiner Corp., Chicago, on "Offset Plates;" H. M. Fritz, Wm. G. Johnston Co., Pittsburgh, Pa., on "Offset Presses;" Arthur Brooks, Inland Press, Chicago, on "Pressroom Aids and Accessories." Also reported on were dampening roller cover machines, experiences with dry relief offset plates, magnesium, rubber and plastic plates and other subjects. M. S. Kantrowitz, technical director to the Government Printing Office, discussed new developments in rollers, ink and paper.

Other highlights of the week-long convention included extensive presentation of PIA's service program for aiding its membership and promoting the association policies.

On Tuesday afternoon a session of the independently organized Research and Engineering Council of the Graphic Arts Industry heard a plea by J. Homer Winkler, technical advisor, Battelle Memorial Institute, for government assistance to promote research in the printing and publishing industries. Nothing remotely comparable to the government funds spent on research, for example, for agriculture or aeronautics, he said, has been allocated for the graphic arts.

"Speaking for myself," he added, "the fond hope is expressed that a well organized plan for government support of an effective program for fundamental research on printing problems will become a reality in the near future."

In 1949, Mr. Winkler stated, roughly $7,500,000 was expended for research and development in the graphic arts. Of this amount, about $4,000,000 was spent by private companies producing printing and printed items and by manufacturers of equipment and supplies, for development and control. He traced development of interest in graphic arts research, paying high tribute to work of the Lithographic Technical Foundation, among others. "A large measure of the phenomenal growth of the offset lithographic industry since 1925," he asserted, "is due to the splendid results of research work conducted by the L. T. F. and their helpful cooperation with all phases of that industry."

He cited figures showing that at present 264 known specific research investigations in the graphic arts are under way in the U. S. with 84 American concerns or organizations as sponsors. Actually, he added, probably at least 400 projects are being studied by about 150 sponsors.

"Graphic arts research is here to stay," he concluded. "The economic vitality of the printing industries ten years hence will be directly proportional to the effectiveness of the research programs sponsored during the interim."

G. L. Erickson of Braden-Sutphin Ink Co., Cleveland, read a report on "Graphic Arts Research in France," which had been prepared and forwarded by Victor Letouzey, director, Letouzey Printing Research,



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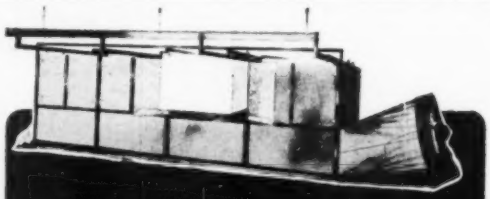
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Paris, France, who was unable to attend the Chicago conference. M. S. Kantrowitz, technical director, G.P.O., outlined government research projects in progress.

J. A. White, of Christchurch, New Zealand, who reported on research in his country, suggested the need for research to improve litho dampening rollers. "We still have the same dampening rollers we had back in 1890," he said.

Gosta Carlson, director of the Swedish Graphic Arts Research Foundation, told of research in his country, in paper, inks, detergents, printing processes and other problems. Others who covered research in their respective countries included J. H. Van De Meer, Amsterdam, Holland, Dr. Walter Matuschke, Frankfort, Germany, Dr. W. H. Banks, London, Eng., and A. F. Gygax, Berne, Switzerland. A proposal was advanced for more frequent and regular international meetings of this nature.

Election of officers for the coming year resulted in the following selections:

President—Robert H. Caffee, William G. Johnston Co., Pittsburgh; vice president—Arthur A. Wetzel, Wetzel Brothers, Milwaukee; secretary—Kenneth P. Morse, Standard Register Co., Dayton; and treasurer—Morris W. Davidson, Courier-Journal Litho Co., Louisville. All of these firms produce lithography. James Brackett continues as general manager, with headquarters at the PIA offices in Washington.★★

THROUGH THE GLASS

(*Continued from Page* 81)

ers exhibit the staff included men who spoke German, French, Spanish, Portuguese, Hollandish and Hebrew. All these linguists had plenty of calls to exercise their talents, it was reported.

ml

It was "open house" every day at Glessner House, research headquarters for the Lithographic Technical Foundation, during the two weeks. From 25 to 30 visitors, some from the ends of the earth, dropped in each day, Wade E. Griswold reported.

Among opening day visitors at the exposition were 40 students from the printing department at Rochester Institute of Technology. Another group of R. I. T. printing instructors came in later.

ml

Attendance figures for the exposition exceeded 200,000 at the end of Friday, Sept. 22. Closing day figures were to be added to that and final attendance figure was expected to be considerably more than double the record of the New York show in 1939. Both exhibitors and visitors declared the show exceeded expectations in every way. Exposition president and general manger, Augustus E. Giegengack, stated to Modern Lithography. Exhibitors, he said, had told him that if the affair had closed at the end of the first week, they would have been fully satisfied with their investment.

He paid tribute to the splendid cooperation given by every element of the graphic arts industry, emphasizing especially the support given by the printing trade unions and contributions by the trade magazines to boost interest and attendance.

So colossal was the scope of the exposition, Mr. Giegengack said, that it would have been impossible for one man to accomplish the results obtained. The final results he considered as concrete evidence of what the industry can do when working as a closely coordinated team.★★



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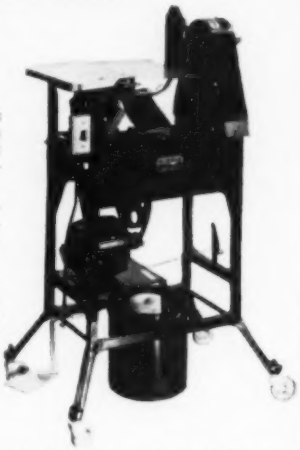
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Engravers Hold Convention

The annual meeting and equipment exhibit of the American Photoengravers Assn. was held October 9-11 at the Chalfonte-Haddon Hall, Atlantic City, N. J. Included on the program was to be a talk "Dry Offset Methods," by Olin E. Freedman, graphic arts consultant.

TECHNICAL BRIEFS

(*Continued from Page 79*)

Paper and Ink

***The Measurement of Opacity and Reflectivity for Printing Papers.** V. G. W. Harrison and S. R. C. Poulter. *Paper Maker and British Paper Trade Journal* 19, No. 6, June, 1950, Pages 416-18 and 420 (4 pages). As a printing material, paper suffers from the drawback that it is translucent. This may cause printed matter to appear through the reverse side of the sheet and the resultant "show through" is objectionable, particularly when both sides of a sheet are printed. An instrument is described that measures the tendency of a sheet toward "show through". The opacity of the paper measured is expressed in terms of contrast ratio or printing opacity. The percentage is zero for a perfectly transparent paper and 100 percent for one that is quite opaque. The construction of the instrument is described as well as a comparison with visual grading by trained observers.

***Predetermining Printability.** K. B. Latimer. *Paper Maker and British Paper Trade Journal* 120, No. 2, August, 1950, Pages 103-4 and 114 (3 pages). Research is being carried out by Time Inc. whereby printability of paper can be predicted more accurately. Paper smoothness is measured by a sensitive stylus passed over the paper, thus measuring the average variation in hills and valleys of the paper. Ink receptivity is tested on a press and it has been decided that this problem is with the paper rather than one of ink or platemaking. Measurement of paper resilience is accomplished by a special micrometer which can measure the original caliper of paper, the caliper of the paper under 250 pounds pressure and the caliper after such pressure has been released. Moisture content of paper is responsible for some printing troubles. Brittleness of paper is the result of too low a moisture content whereas too much moisture increases the drying time of the ink. Too much water in the paper also will cause ink blistering.

***The Job Determines the Paper: Practical Paper Problems Series No. 3—Ordering Paper in Rolls.** Charles V. Morris. *Printing Magazine* 74, No. 7, July, 1950, Pages 32, 33 and 56 (3 pages). The production processes to which roll paper is exposed are radically different from sheet fed operations. There are no established standards for paper in rolls; because every order for paper in rolls is tailormade. The selection of the paper should be determined by the speed of the press, by the number of operations—after printing—the paper must endure; the kinds of ink, the number of colors to be applied one over the other, the amount of coverage, whether or not printing is on one or two sides of the sheet, and the quality of the results desired. A number of precautions to be taken when ordering rolls of paper are discussed.

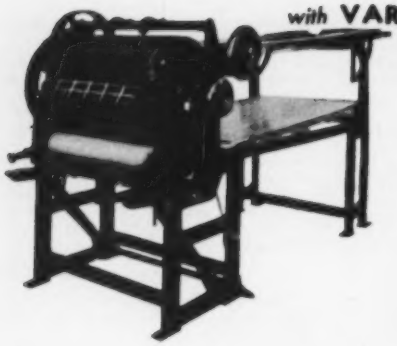
***Ink Flying—Its Causes and Prevention.** Andries Voet. *Patra Journal* 13, No. 1, Pages 17-27 (11 pages). Ink flying is connected with ink transfer. In high speed printing, ink is drawn out in filaments against elastic forces acting in the liquid. After filament rupture the fractured parts retract on the roller in an exceedingly small period of time. Ink is ejected from the press when simultaneous multiple filament rupture occurs, leading to ink flying. Fractured filaments and ejected drops bear an electric charge which promotes ink flying. In water-in-oil types of emulsion inks the number of multiple filament breaks is greatly reduced, leading to reduced flying. Such inks have a markedly increased dielectric constant, resulting in reduced repulsive electric forces in the filaments. It has been possible to prepare satisfactory emulsion news inks, which show a markedly reduced tendency to flying. Such inks can be made on a commercial basis with the aid of certain long-chain non-aromatic amines.

Lithography—General

***Hadego Photocompositor for Display work.** G. M. Van Wagtendonk.



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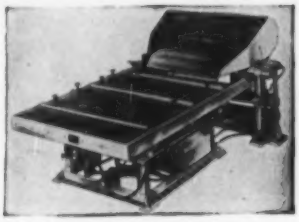
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Printing Equipment Engineer 78, No. 1, April, 1949, Pages 38 and 39 (2 pages). The ATF-Hadego Photocompositor described is designed for offset and gravure display-type composition. It will produce either positive or negative transparencies and can be used as a step-and-repeat machine. The entire "matrix" line is photographed in one exposure. The matrices are plastic blocks which have a chemically affixed image on the face and are hand set in a composing stick in a fashion similar to the Ludlow hot-metal machine. *Monthly Abstract Bulletin* 36, No. 5, May, 1950, Page 224.

Perfecting Offset Press. Howard A. Pritchard. *Official Gazette* 636, No. 3, July, 1950, Page 837. *United States Patent Number* 2,515,355. In a sheet fed perfecting offset press, two printing units each comprising plate and blanket cylinders of the same size in vertical alignment and an impression cylinder of double size, the impression cylinder of each unit being disposed below the axis of the blanket cylinder on the side thereof toward the other unit, the impression cylinders of both units having two sets of sheet grippers, the impression cylinders and their grippers being so disposed that the grippers of the first unit impression cylinder transfer sheets directly to the gripper of the second unit impression cylinder.

***A Review of Recent Progress.** Michael H. Bruno. *Modern Lithography* 18, No. 7, July, 1950, Pages 36, 91 (2 pages). A summary of new developments—photo-typesetting, electronic color separating devices, bi-, tri-, and poly-metal plates, Cronak, Brunak, CMC, Sensitivity Guide and others are discussed.

***Cylinder Packing and Print Length on Offset Presses.** Howard A. Pritchard. *Modern Lithography*, 18, No. 8, August, 1950, Pages 41-43 (3 pages). *National Lithographer* 57, No. 8, August, 1950, Pages 30-32 and 66 (4 pages). Cylinder packing has a direct bearing on lengthening of the printed image. There are several other factors which affect the length of the final print, some of which compensate for others. Cylinder packing is a means of controlling printed image size and quality and should be practiced assiduously.

***Scumming and Tinting Not Caused by Same Conditions.** *Printing Magazine* 74, No. 7, July, 1950, Page 48. Scumming and tinting are two effects in lithography that frequently are confused. The difference between the two is explained as well as the cause. A short discussion is included on the water-in-ink and the ink-in-water types of emulsions. The latter type is the main cause of tinting on a lithographic plate.

Graining Machine. Bernard R. Halpern. *Official Gazette* 637, No. 4, August 22, 1950, Page 1163. *United States Patent Number 2,519,757.* A graining machine comprising a base, a graining tub, a set of three ball bearings arranged in triangular relation on said base and supporting said tub for graining movements on the base, a control frame between the tub and base mounted to slide in one direction on the base and having a sliding connection with said tub in a direction at right angles to said first direction and a rotary drive connection to said tub.

***Offset Duplication Without A Form Dampening Roller.** C. H. Van Dusen, Jr. *Lithographers Journal* 35, No. 3, June, 1950, Page 41. A means for controlling the balance of ink and fountain solution has been developed and applied to certain models of Multilith duplicators. This development involves automatically maintaining the balance by applying ink and fountain solution through the same train of rollers from two separate fountains. This system of applying ink and fountain solution greatly simplifies the operation of a planographic offset duplicator.

Graphic Arts—General

***Gloss Measurement.** V. G. W. Harrison. *Paint Manufacturer* 20, No. 8, August, 1950, Pages 277-79 and 293 (4 pages), A number of methods for measuring gloss are described. The Ingersoll Glarimeter is described. This instrument is dependent upon the fact that the light reflected from a non-metallic surface is plane polarized to an extent governed by the surface finish of the specimen. A more satisfactory method of gloss assessment is to measure the intensity of the light reflected at the specular angle. The effect of surface irregularities upon visual assessments of gloss are discussed. When comparing two papers with equal glossmeter readings, the paper with the more irregular surface is generally downgraded by the visual observer.

***Learn to Handle that Spray Gun.** Al. Reynolds. *Share Your Knowledge Review* 31, No. 10, August, 1950, Pages 12-14 (3 pages). When setting up and adjusting a non-offset gun for efficient operating, certain fundamental factors should be kept in mind. These factors are as follows: (1) Height of gun, (2) Amount of spray material, (3) Amount of air. (4) Shape of spray, (5) Duration of spray and (6) Particle size of spray.

***Color: Its Measurement and Control.** *Graphic Arts Monthly* 22, No. 7, July, 1950, Pages 68, 70 and 72 (3 pages). The reasons for variations in color on the printed sheet are discussed. The passing of a press proof has been, up to now, a matter of individual judgment. The advantages of a machine in evaluating colors are that it has a "memory" for color that the human eye lacks and it can measure the amount of difference with a high degree of precision. Different types of instruments are discussed, notably physical and psychological types. Research is being performed by LTF in this field using instrument control with the promise of being able to help hold colors constant, thereby keeping customers happier.

***The Theory of Moire Patterns.** Dr. Daniel Tollenaar. *Modern Lithography* 18, No. 7, July, 1950, Pages 41-2 (2 pages). The mathematical treatment of the moire pattern problem is elementary because all the patterns are approached with one general formula. Three most common patterns are squares, rosettes, and the pattern formed by making a halftone from screened copy. Let K be the distance between the moire bands, d the distance of screen spacing and a the angle of the screen. Then K can be calculated from:

$$K = \frac{d_1 d_2}{\sqrt{d_1^2 + d_2^2 + d_1 d_2 \cos a}}$$

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Forms Publishing Company

The Picture-Marine Publishing Co., Cincinnati, has been incorporated primarily to produce books written by Benjamin F. Klein about locations and crafts on the Ohio River. The firm also will engage in other printings of books on marine life.

The publishing concern will maintain offices at the plant of Young & Klein, Inc., offset lithographers.

•

Plan N. Y. Printing Exhibit

The Printing for Commerce Exhibition, sponsored by the American Institute of Graphic Arts, is to open in New York January 29, 1951, and a call for entries went out last month, the AIGA reported. William H. Walling, chairman of the board of Rogers-Kellogg-Stillson, is head of the committee in charge.

•

Cincinnati Litho Appoints

Richard Fischer, who became an apprentice stripper 13 years ago in the plant of the Cincinnati Lithographing Co., Cincinnati, Ohio, has been appointed plant superintendent, it was announced by Harry Brinkman, company president.

•

Kodak Transfers Groet

J. T. Groet, New England graphic arts representative of Eastman Kodak Co. recently was transferred to the home offices in Rochester, and Donald J. Hudson, has been appointed to the New England post.

LNA CONVENTION

(*Continued from Page* 48)

(morale and active support of all needed). Mr. Conrard's eight main points were: streamline the organization; select better workers when employing; check and rate employees periodically; train workers for greater efficiency; train supervisors and foremen; improve job methods and operations, helping supervisors in handling human relations, and training employees in how their work fits in with other work; improve internal communications to where they are better than the "grapevine," arouse interest in jobs, and in economic facts of life; and build a well-rounded benefit program of insurance, hospitalization, pensions, etc., to help morale, which increases productivity.

At the Saturday morning meeting of the Manufacturing Bank Stationers Section of LNA, John N. Garver, president of the Financial Public Relations Association, spoke on "Better Public Relations Means Increased Sales for Banks and Lithographers." The following officers were elected for the next year: chairman—John H. Harland of the John H. Harland Co., Atlanta, Ga.; vice-chairman—Van Brunt Seaman, J. C. Hall Co., Pawtucket, R.I.; secretary—A. C. Urffer of the LNA Staff; executive committee: J. H. Riggs, Young & Seldon Co., Newark, N. J.; L. B. Case, Geo. D. Barnard Co., St. Louis, Mo.; G. W. McSweeney, De-Luxe Check Printers, Inc., Chicago, Ill.; and T. Q. Buerck, Commercial Lithograph Co., Louisville, Ky.

Following the LNA convention, W. Floyd Maxwell, executive director, left for an extended vacation and rest. ★★

HIGHLIGHT HALFTONES

(*Continued from Page* 68)

course, be in addition to the conventional halftone treatment. Although the results would probably not be as concise and controllable as with Fluorographically prepared copy, there would undoubtedly be considerable improvment in the highlight rendition as compared with results now obtained with the opaque screens."

The Duplex screen may be used for all regular halftone work. The manufacturer claims that even for normal screened negatives the results are superior to those of the engraved screens. If this can be substantiated through extended use, the Duplex screen would afford considerable utility beyond the scope of the engraved screens. The Duplex screen and process is available on an annual lease basis.★★

(Although this series was planned for three instalments, it was decided to extend it to four in order to include more useful information. This fourth instalment concludes the series.—Editor.)

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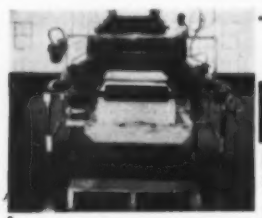
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Adds Job Press

Tri-State Lithographers, Inc., Cincinnati, recently installed a new Chandler and Price 10 x 15" job press with a Friel imprinter attachment.

PRODUCTION CLINIC

(*Continued from Page 57*)

cylinder bearers add another flat on the adjusting screw on each side and turn the press another revolution. Repeat this until the spot of ink transfers fully to the plate cylinder bearers. Then tighten the lock nut, being careful not to upset the adjustment. A little extra care in making these adjustments is of paramount importance. It is good practice to mark the screws and nuts with ink after the adjustments are made to indicate the fixed position. In this way you can readily observe if the nuts should loosen or move.

On presses where the blanket cylinder is fixed and the plate cylinder is adjustable, the procedure is the same except that the plate cylinder adjusting screws are moved instead of those on the blanket cylinder.

There are some presses on which both the plate and blanket cylinder are adjustable. In this instance it would be better, for the purpose of setting bearers, to move only one cylinder, and that should be the blanket cylinder. Moving the plate cylinder may affect its relation to the inking drums or riders, especially if done without the assistance of the press erector. It is important that the inking mechanism and plate cylinder be absolutely parallel to each other at all times; therefore, if the plate cylinder has eccentric bearings or journal boxes it should be lined up first with the ink drums and riders.

The inking drums on all presses have stationary or fixed bearings and can therefore be used for checking. On presses where the riders or distribution rollers have fixed bearings and the plate cylinder bearings move, the plate cylinder should be first lined up with the riders before setting blanket and plate bearers. If the riders have eccentric bearings they first must be lined parallel with the drum. Lining up the riders with the drum means that they must be the same distance apart on both sides of the press. To line up the plate with the riders means that the space between them must be the same on both sides. On presses where the plate and impression cylinders are fixed, and only the blanket cylinder is adjustable, the bearer clearance should be checked frequently, as changing pressure from thin paper to heavy may change the bearer setting between plate and blanket cylinder.

The importance of lining up rollers and plate cylinder properly should not be overlooked, for if they are out of line the rollers cannot be set to the plate evenly over their entire length. The centers of the rollers in this case will always touch before the ends make contact. In other words, the effect will be the same as if the rollers were tapered, cigar shaped, or thicker in the center than on the ends. As for dampening rollers it would be impossible to get an even supply of water over the surface of the plate. Light setting of the dampeners would supply too much water to the center of the press and too little to the ends, and if the dampeners are set tight the center may run dry due to the excess squeeze.

After the press has been set to ride bearers the next thing to determine is the undercut of the cylinders. This should be done by laying a straight edge across the cylinder bearer, and, with the thickness gauge placed between the cylinder surface and the straight edge, determine the clearance. This clearance, plus two thousandths on the plate cylinder, determines the thickness of the plate and packing that should be used. Some prefer building the plate cylinder to bearer level and adding four-thousandths to the blanket cylinder packing. This is optional however. For our purpose we will divide the printing pressure evenly between plate and blanket cylinder. There is also a commonly-used press on which the manufacturer recommends building the plate cylinder ten-thousandths above bearers.★★

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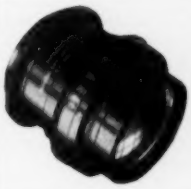
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COLOR MASKING TECHNICIAN. Experienced A-1 color, black and white cameraman, desires better opportunity. Highest recommendations on corrective masking, densitometric controls, dye proofing. Can strip and am draft exempt. Willing to consider investment if conditions favorable. Prefer Chicago area. Address Box No. 611, c/o *Modern Lithography*.

LITHOGRAPHIC PRODUCTION ENGINEER: Wants permanent executive position with progressive organization. Background includes technical education, B.S. Degree; fifteen years in the lithographic field with responsibilities ranging from development of processes and equipment to plant management. Address Box No. 612, c/o *Modern Lithography*.

Wanted:

OFFSET PLANT WANTED: Small litho or general reproduction plant, 1 to 3 presses. Located south, middle west or far west. Address Box No. 613, c/o *Modern Lithography*.

WANTED: Used bronzing equipment at once. Quote price, make, and size. Address Box No. 614, c/o *Modern Lithography*.

OFFSET PRESS WANTED: 22 x 34 Harris with high pile deliver. Must be in perfect condition. State price. Universal Printing & Lithograph Co., 1117 Santee Street, Los Angeles 15, Calif.

OFFSET PRESS FOR SALE: Latest model 17½ x 22½ Webendorfer. Like new—only two years old. Perfect mechanical condition. Can be seen running. Universal Printing and Lithograph Co. 1117 Santee Street, Los Angeles, Calif.

For Sale:

NEW all metal vacuum printing frame and whirler for 17x22 plate $464.00; 22x34" plate $695.00. Singer Engineering Company complete plate making equipment, 248 Mulberry Street, New York City.

FOR SALE: 28 x 42 Harris S8L offset press, high pile delivery, A. C. Electrical equipment and control. Press now running and can be seen on floor. Address Box No. 615, c/o *Modern Lithography*.

FOR SALE: One 32-inch Seybold Cutter with automatic clamp. Address Box No. 616, c/o *Modern Lithography*.

FOR SALE: New Vari-Typer model No. D S J. Latest electrically operated machine with various type faces. Just the thing for an Offset or Lithographing plant, to cut costs on present high cost of typesetting. Write or wire for our reduced price on this fine piece of equipment. Monarch Investment Company, 1911 Jackson Street, Omaha 2, Nebraska, Phone ATlantic 1456.

(*Turn the Page, Please*)

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Miehle - Model 57 - Sheet 41½ x 55½
2—two color presses
1—four color press

Miehle - Model 69 - Sheet 46½ x 67½
2—single color presses
2—two color presses
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For further particulars communicate with

William A. Stevens Company
137 EAST 25th STREET
New York 10, N. Y.
MU. 4-1157

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Any Size—Any Price
Anywhere in the U.S.A.
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Get the most out of your negatives with the safest water control made. When used for developing baths or scrubbers and whirlers it pays back its cost many times a year. Order thru photo supply firms.


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1 HARRIS S8L 28x42 1-COLOR
1 MIEHLE 41x54 1-COLOR
3 WEBENDORFER 17x22 1-COLOR
BEN SHULMAN ASSOCIATES, INC.
OFFSET DIVISION
500 FIFTH AVENUE, NEW YORK 18, N. Y. BRyant 9-1132

EDWARD W. HARNISH
Lithographic Technician
109 Mill St., Lexington, Mass.
Lincoln 6-0345-M

OFFSET COLOR PLATES

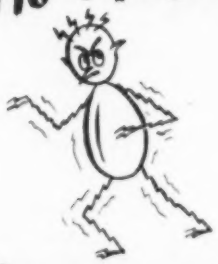
For over thirty years our name has been a symbol of the finest offset color plate service. Modern equipment and skilled craftsmen, plus our understanding of every lithographic problem, guarantee intelligent handling of your platemaking requirements. Let us quote on your next color job.

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GEORGE F. KORT, Pres.

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Eliminate costly static from presses, folders and cutters with the Simco "Midget" Static Eliminator. Safe, efficient, inexpensive. Write now for full information.

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ZINC ILLINOIS

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Ready now! . . . a brand new Fox River portfolio of suggestions to help you to the biggest Christmas business in your history. Ask your Fox River merchant for one. Fox River Paper Corp., Appleton, Wis.

Fine Paper by FOX RIVER

HARRIS 41x54 LB SINGLE COLOR
HARRIS S7L 36x48 HI PILE DELIVERY
HARRIS LSN 21x28 PRESS Speed 6,000 per hour
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CLEVELAND 26x40 AUTO FOLDER
CHRISTENSEN GANG STITCHER
SHERIDAN (ROWE) Three-Knife Continuous Trimmers
BRONZER KOHMA 36" PILE DELIVERY

J. SPERO & CO. 549 Randolph St., Chicago 6
Telephone ANdover 3-4633

FOR SALE: Process gallery camera (Wesel) 24 x 24, aluminum stayflat film holder, with F:15 24" Taylor Hobson planital lens; 2 Pease heliolite 35 amp lamps. The Avery Press, Columbus, Indiana.

FOR SALE: World's largest selection finest process lenses. Satisfaction guaranteed. 15 day trial. Coated for maximum resolving power. 9-¾" F9 Carl Zeiss Apo Tessar $199.50, 12" F9 Carl Zeiss Apo Tessar $219.50, 16½" F9 Voightlander Apo Collinear $219.50, 24" F9 Voightlander Apo Skopar $385.00, 41" F10 Carl Zeiss Apo Planar $1395.00. Again Available: complete line of world's finest process lenses. Taylor-Hobson-Cooke, Series IX Apochromatic 13—48 inch focal lengths. We have the lens you want. Write today for complete lens list, details, or information. Send this ad to Burke & James Inc. 321 So. Wabash Ave., Chicago 4, Illinois. Att: M. L. James.

FOR SALE: 12 Pkgs. Ledger stock 29½ plate Gilbert, substance 74, grain long, 16½ x 27¾. 16,500 sheets Cantine coated one side 22 x 28. 44,000 sheets super litho label white rough back 22 x 28, 36#. 44,200 sheets Wedgwood offset 22 x 28, 90M. 60,000 sheets Catskill litho coated one side 40 grain 28" way 22½ x 28. 11,250 sheets Tweedweave cover stock ivory 22½ x 29, 82M. 7,375 sheets super stock Oxford 67 x 23. 1—No. 3 ATF rubbing-up table. 1—No. 3P plate developing trough. 1—No. 487602 plate whirler, 110/220-60-1. 1—No. 3 vacuum printing frame, 110-60-1, No. 48-8-701. 1—7 AW Printing Lamp, AC control, 110-60-1. 1—7 cu. ft. Frigidaire. 1—high etch lead lined plate trough. 1—19" Chandler & Price automatic cutter with standard equipment including motor bracket with adjustable rails, six cutter sticks, one crank, two handles for removing knife, set of wrenches, oil can, steel packing strip, one false plate, two-handed safety control, illuminated tape, knife changing device, order clip and #220-60-3 AC 2 h.p. motor (1750 RPM) No. L-325 with six extra knives. 1—Shepard lift truck. 1—22 x 28 Baum folding machine with 2—1 h.p. motors. 1—Bostitch model 4 wire stitcher with extra motor. 1—Style "E" Challenge drill and 4 extra drills. 1—National Model 207 Tape Machine. 1—wrapping paper rack. 1—rapid standard dollies. 1—cutter table #15049. 2—#15038 bindery tables. 1—"Packer"—3" gum tape dispenser. Address Box No. 617, c/o *Modern Lithography*.

FOR SALE: 10 x 14 Davidson Offset, like new, many extras, make me an offer, must sell quickly. Perfect condition. Rev. Mal Kerr, Box 518, Pottsville, Pa.

HERBERT P. PASCHEL

Graphic Arts Consultant

118 East 28th St. — New York, N. Y.

MUrray Hill 6-5566

Miscellaneous:

PRINTING PLANTS: Opportunity to be in business without investment or expenses. Have complete 10 x 14 Davidson Offset press plant. What can you do. Address Box No. 618, c/o *Modern Lithography*.

Du Pont Opens New Laboratory

A new Du Pont laboratory devoted to research and development work in photographic films and processes was formally opened last month at Parlin, N. J.

The two-story concrete and brick structure, built at a cost of over $1,000,000, is adjacent to the Photo Products plant administration building on Cheesequake Road. The building represents an expansion in the Du Pont Company's research on photo products.

Primary objectives of the planned research include improvements in color photography, new development processes for both black and white and color film, and better products for the graphic arts field.

Crawford H. Greenewalt, president of the Du Pont Company, dedicated the new laboratory. Declaring that the success of the Du Pont Company has been based on research, Mr. Greenewalt pointed out that 60 per cent of the company's sales last year were of products that were unknown or in their commercial infancy 20 years ago.

•

Offset Presses in Michigan

Offset presses, 22 x 34, were installed recently by Aronsson Printing Co., Detroit, and by Curtis Printing Co., Flint, Mich. Robert Love Co., Detroit, added a 21 x 28" press. All were Harrises.

OFFSET FOREMAN

with 20 years diversified experience seeks connection with a future

I can increase production Improve quality of work

Expert Photographer: Color process or B & W. Thorough knowledge Stripping; Book work; Commercial work; or Color—Know Plate-making and small presses.

NOW IN NEW YORK — Salary plus bonus basis on contract

I produce, or contract ends— you must gain

Box 592 c/o Modern Lithography

Plan NYEPA Exhibit

The formation of a committee for the 11th Exhibition of Printing has been completed by New York Employing Printers Association, Inc. under the chairmanship of Cassel Ronkin, president, Marbridge Printing Co., Inc. The committee will select a jury of judges who will pass on entries. The Exhibition will be held at the Biltmore Hotel, New York City, January 15, 16, and 17, 1951.

Pieces done by any printing process or combination of processes are eligible for entry provided they were produced in Greater New York between November, 1949 and November, 1950, and are offered for display through printers. All entries must be in by November 15, 1950.

The judges for the exhibition are: George Welp (Chairman), Director of Advertising and Sales Promotion, International Printing Ink; George B. Dearnley, vice president in charge of production, McCann, Erickson, Inc.; O. Alfred Dickman, manager of advertising Production, *New York Herald Tribune;* Maubert St. Georges, president, St. Georges & Keyes, Inc.; and Professor Laurance B. Siegfried, chairman, Department of Graphic Arts, Syracuse University.

•

Plan N. Y. Printing Week

General plans for Printing Week in New York, January, 1951, were placed in motion September 7 as the task committee met to organize the activities. The general pattern followed in 1950 will be used, it was said, and sponsors will include major organizations in the graphic arts and advertising fields. Production clinics are being planned, an exhibition of printing sponsors by the New York Employing Printers Assn., and an all-industry dinner. The Biltmore Hotel will be headquarters.

•

Woulfe To Manz Corp.

Henry F. Woulfe has become a vice president of the Manz Corp., Chicago printing, lithographing and engraving firm, it was announced last month by V. Regis Lynch, president. Mr. Woulfe was formerly president of the Pepsodent div., Lever Bros. Co.

Makers of the

Finest Quality Color Plates

for

OFFSET LITHOGRAPHY

The Stevenson Photo Color Separation Co.

400 Pike Street Cincinnati 2, Ohio

Offset printers will be quick to see the production and quality gains in the dual purpose

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OFFSET FLATBED PRESS
FOR PROOFING AND SHORT RUNS

Precision designed for quick, accurate proofing and short runs. Prints from zinc plates, lithographic stones on all material including glass, wood, plastic! Motor driven. With or without inking and dampening system. Central bed pressure control. Grippers, front and side gauges. Superbly constructed. Imported and installed by

Amsterdam Continental

TYPES AND GRAPHIC EQUIPMENT INC.

59 Pearl Street, New York 4, N. Y.

This Ad Set in Studio, Egmont Family and Ronda

STEEL BALLS

FOR LITHO PLATE GRAINING

★ Hardened Thru to the Core

★ Large Variety of Sizes

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NEUTRAL NUTRAN GREY

A True Neutral to Meet Your Special Requirements.

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Red stain, dye-remover, staging lacquers for Liquid Masking, graphite opaque, alcohol opaque, turpentine opaque

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FOR FINEST LITHOGRAPHY *"Lithograin"*

Lithograin assures you careful and competent handling of all your graining and regraining requirements. It also features "Cronak" processing of zinc plates which gives cleaner and longer press runs. Zinc and aluminum offset plates supplied in all sizes.

TOLEDO LITHOGRAIN AND PLATE COMPANY

[illegible]

DECENTRALIZING?

Consider

MILTON, VERMONT

Industrial site for sale. Approx. 26 acres on Arrowhead Mountain Lake between Burlington and St. Albans. Graded and ready for construction. 6 car siding Vermont Central Railroad. Adjacent to hydro-electric power. 8-inch town water main installed with lake water also available. New 28 x 100 steel and concrete warehouse on premises. Fine labor market, friendly town. Excellent trans. facilities. Outstanding value.

Box 590

c/o MODERN LITHOGRAPHY

Texas Co. Buys Warehouse

Wilson Printing and Stationery Co., Houston, Tex., recently purchased a three-story 81 x 87½ feet brick building at Commerce and Jackson Streets for warehouse space. An adjoining plot 50 x 90 feet, suitable for parking space, also was acquired.

•

Dallas Co. Leases Building

Prewitt Printing Co., Dallas, Tex., recently leased the one-story building at 143 Payne St., that city, for a five year period. The company, founded in 1926, is operated by Haskell Prewitt and his son Dudley.

•

Trade Events

Natl. Assn. of Photo-Lithographers. Annual convention and exhibits. Shoreham Hotel, Washington, D. C., October 25-28, 1950.

Natl. Assn. of Litho Clubs, annual convention, Cleveland, April, 1951.

National Packaging Exposition, American Management Assn., Atlantic City, N. J., April 17-20, 1951.

Technical Assn. of the Lithographic Industry, annual meeting, Columbus, Ohio, April 30 May 1, 1951.

Litho Schools

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PHILADELPHIA—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Association of Litho Clubs
Edward W. Harnish, Pres.
109 Mill St., Lexington, Mass.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
18 E. Fourth St., Cincinnati 2

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Simple as ABC ...

THE principles of good advertising coverage are as simple as ABC in spite of innumerable efforts to make them appear complex, involved and mysterious. If you want to sell to plumbers, you call on plumbers, not on milliners, shoemakers or professional pretzel benders. If you want your advertising to be read by plumbers, advertise specifically where plumbers read,—and **not** where they comprise only 1 or 2 per cent of total circulation. Simple, direct and sensible!

Now, if it happens to be in the field of Lithography where you want your advertising **specifically** to be seen and read, the direct, sensible and economical approach is through the advertising pages of **the one** magazine with the top paid circulation in this field, which is

MODERN LITHOGRAPHY

254 WEST 31st STREET **NEW YORK 1**

Member, Audit Bureau of Circulations

Tale Ends

ALL printing shops in Argentina must now display prominently pictures of President Juan Peron and Mrs. Peron, according to an order issued through the government-controlled printing union. As the men set type and run presses, they are constantly reminded of the great advances brought them by their leaders. Violations, *i.e.* any shop which does not display the pictures, are to be reported to union headquarters.

★

At the NAPL exhibit in Washington, we are told that there will be some monkey-business going on at the Ideal Roller booth.

★

A subscriber questioned the locale given in last month's item in this column on the Fort Dearborn massacre. Our Chicago reporter said it occurred near the present site of Glessner House, the LTF's laboratory. A recheck reveals that, although Fort Dearborn was located at the junction of what is now Michigan Ave. and the Chicago River, the massacre occurred down at the Glessner House site. The garrison of 67 men, 10 women and 19 children was ordered to Fort Wayne, and the Indians, about 1000 strong, attacked them after they had proceeded only as far as the Prairie Ave. location, which was then scrub pine woods.

★

With the Graphic Arts Exposition and the Chicago Conventions over, and the World Series won and lost, and the NAPL to be over presently, what will we do for excitement?

★

To keep up on whatever excitement occurs in lithography, be sure and renew your subscription when you receive the pink notice.

PLAN FOR QUALITY

IN YOUR PRINTED MATTER... FROM LAYOUT... TO FINISHED PRODUCT



Photo by Mac Ball, courtesy Maryland Casualty Company and J. M. Mathes

"Years ago, The Maryland printed the photograph I took of the Liberty Bell, with these words: 'Too often when guns appear above a nation's ramparts, the symbols of its liberty disappear. But our most cherished symbol of a free America will not be melted down.' This photo and text are as welcome and appropriate today as then. Behind all work of such lasting significance must be a purposeful plan for quality which in printing is best expressed on coated paper capable of faithful reproductions of the finest halftones."

—Mac Ball

As compared with some other forms of advertising, printed matter lasts "forever." Make your direct mail worthy of long continued life, interest and effectiveness. Plan it with care and print it on genuine Cantine-coated paper from a mill that has specialized in the coating art for over 60 years.

The Cantine Awards. Send specimens of all outstanding booklets, folders, catalogs, etc., which you produce on Cantine stock, to The Awards Committee, 345 Madison Ave., New York 17.

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HI-ARTS
ASHOKAN
ZENA
CATSKILL
CANFOLD
M-C FOLDING
VELVETONE
SOFTONE
ESOPUS TINTS
ESOPUS POSTCARD

OFFSET-LITHO

HI-ARTS LITHO C.1S.
ZENAGLOSS OFFSET C.2S.
LITHOGLOSS C.1S.
CATSKILL LITHO C.1S.
CATSKILL OFFSET C.2S.
ESOPUS POSTCARD C.2S.

Cantine's Coated Papers

Sold by Leading Merchants. The Martin Cantine Company, Saugerties, New York. Specialists in Coated Papers Since 1888.

WORK HORSES of the Lithographic Industry



HARRIS MODEL 122A (LTV)
Single-Color
17 x 22" Offset Press

BREADWINNER III

Take a look at the third in a world-famous line of small offset presses. Your money's safe on this favorite.

Its granddaddy, the Harris LSB, was earning big money for its owners even in the tough competition of depression days.

Its father too, the Harris LTG, has been the foundation for many a business. The military model also did duty for the armed services on every continent.

Now comes a press that will outperform them both in quality of print . . . saleable sheets per day . . . operating convenience. Particularly, it has the features which press owners and operators have asked for in a small offset press.

Today's race is too rugged for any but the top performers. That's why it takes a *new* Harris to stay out in front.

Ask us to prove how this 17 x 22 can increase your production.

HARRIS-SEYBOLD

GENERAL OFFICES, DEPT. K, CLEVELAND 5, OHIO

